

MODERN PACKAGING



DECEMBER 1935

YOUR EVERY CARTON
BROADCASTS
YOUR PRODUCT'S CHARACTER



Your retail-store network gives you a vast consumer audience upon which to impress the desirability of your product. Twenty-four hours a day your carton broadcasts an impression which helps or hinders your product's sale. . . . It's no field for amateur talent. Let us start your merchandising program with a professional package theme that sings the praises of your product.

BROOKS & PORTER

Inc.

CREATIVE STYLISTS AND
MANUFACTURERS OF
FOLDING CARTONS, COUNTER
AND WINDOW DISPLAYS

CELLULOSE WINDOW BOXES
304 HUDSON STREET, NEW YORK

7TH TIER

HER FACE IS YOUR FORTUNE ↘



MILLIONS OF DOLLARS are expended yearly for creams, lotions, astringents, shampoos, tonics, etc., by the American woman. Her face is a fortune to the manufacturer of cosmetics. In return, she demands purity, fragrance and effectiveness in the product she buys. Phoenix Metal Caps protect this purity, fragrance and effectiveness . . . not only while the product is in the unopened package, but until the final fraction of an ounce has been consumed.

P H O E N I X M E T A L C A P C O .

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DECEMBER 1935

VOLUME 9, NUMBER 4

MODERN PACKAGING

D. E. A. CHARLTON, EDITOR

IN THIS ISSUE



NEXT MONTH

"Why transparent wraps?" That's the question that has many an executive puzzled nowadays.

"Are they worth what they cost? Do they increase sales? Should we adopt transparent wraps?"

So, next month, we are going to present a very interesting survey. Opinions were asked of a substantial list of manufacturers, distributors, retailers and consumers. Further, over seventeen hundred trade marked products were studied in the survey on the above subject which will appear in the January issue.

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"The Lost Battalion"



"But Major, that ain't a road, that's a crease in the map"

Comedy to some folks, but stark tragedy to many a column of troops marched down a folded crease or surrounded on a smudge of mud.

But there'll be no more rain soaked maps for alibis, for war maps no longer turn to pulp when wet. They're being made of genuine vegetable parchment, are stronger wet than dry, when washed are good as new.

Plenty of selling battles, too, have been lost by using the wrong kind of paper. There's a KVP paper for every food protection use.



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tecks paper and paperboard because it provides these advantages: A crystal-clear protective film. . . . Intensifies and brightens colors. . . . Adds luster. . . . Waterproof and washable. . . . Withstands chafing and scuffing in shipping and handling. . . . Resists fats, oils, acids, alkalies, and stains. . . . Lacquered surfaces do not stick together or become sticky. . . . Does not discolor white surfaces or darken with age. . . . Lacquered surfaces are not easily soiled by dust, dirt, or fingerprints.

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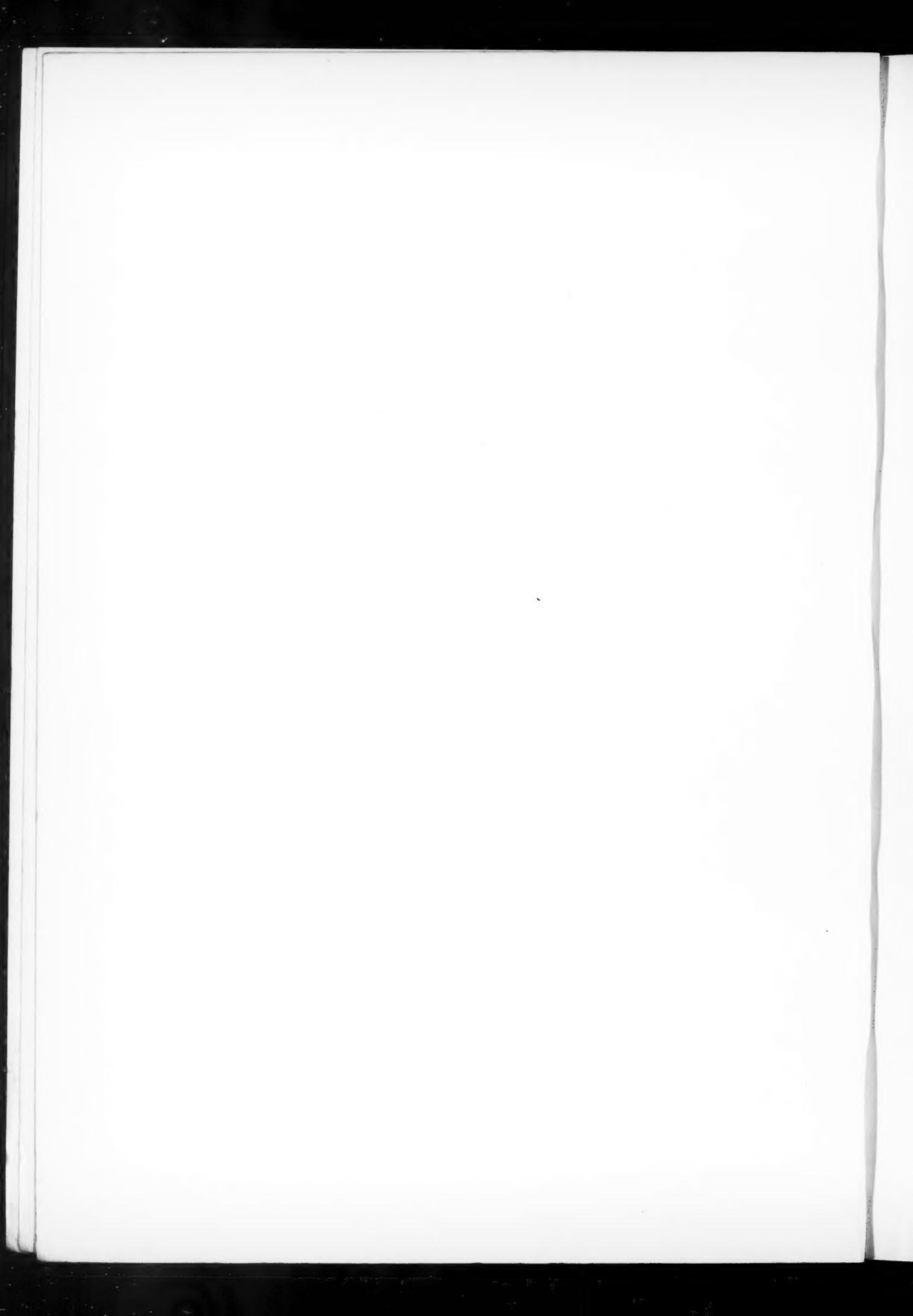
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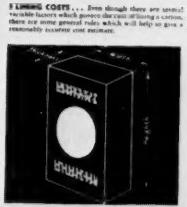
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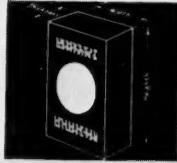
Plant Superintendents

PACKAGE TYPES

PACKAGING DATA IN CONDENSED FORM



FOLDING CARTONS ... Even though there are several variable factors which govern the cost of folding a carton, there are some general rules which will help to give a reasonably accurate cost estimate.



Normally the case shown required for a common liner can be approximated as follows:

LONG DIMENSION—Twice the carton height plus three times the carton thickness minus $\frac{1}{2}$ ".

Width—When carton thickness exceeds one-half inch, add one-half inch to the width of the carton height plus the carton width plus the carton thickness. When the carton thickness is less than one-half inch, add one-half inch to the width of the carton height plus the carton width plus the carton thickness.

DEPTH DIMENSION—Width of carton plus thickness of carton plus $\frac{1}{2}$ ".

Recap—When carton is less than $\frac{1}{2}$ " thick the dimensions added to the carton thickness plus width should be at least $\frac{1}{2}$ " in each direction.

Long dimension equals width of carton, paper roll. Short dimension equals length of sheet cut from the paper roll.

The weight of such a standard carton can be determined by the following formula:

WEIGHT PER THOUSAND $= \frac{1}{2} \times \text{Carton Area} \times \text{Carton Weight}$

The figure 0.50 is used because it is based on a 480 sheet roll of paper weight is 1000 pounds per thousand sheets.

The answer obtained is usually squared if you know how much the folding paper costs per pound.

The greater value we have found for figuring dimensions, the more accurate our cost estimate will be.

If your package output, date, or warrant an automatic folding machine, you may have to pay for your printed packages. Make-up bags and stores there in the cartons by hand. Otherwise, you will have to pay for the cost of the carton and with a daily production of 5,000 or more cartons, the cost of the carton will be a small percentage of the cost of the machine for making and forming bag lines with.

Lining paper should be wound on rolls not exceeding 12" wide. The width of the roll should be at least 12" or 16" in diameter. Smaller carts require the paper more rapidly.

It is advisable to store lining paper rolls in a cold place. Below 40° F., you keep paper in condition.

H MACHINE FACTORS IN WRAPPER DESIGN ... The printed-light wrapper increases greatly the appearance of attractive package designs. It is the printer's desire to make his product look good and sell it more easily and at the same time make your product look good and sell it more easily. The printer's ideas on how to do this are often quite good and can be used to advantage in designing a printed wrapper which is presented to the customer machine that glues it in.

II WRAPPER DESIGN ... If you have your wrappers printed in rolls or in sheet form, you must follow certain general rules when in designing the wrapper:

1. Avoid double-line panel designs. Very tight wrap-around corners are difficult to fold and are not good for the appearance of the package.

2. The printed-light wrapper can be handled on standard packaging machinery. Double-check this out. You find that the idea of adapting your present machine to handle a new type of wrapper is quite good, but it is necessary to prevent a revolution of the new idea.

3. Do not over-laminate one which requires complicated dimensions for consumer use always takes up more space and is more expensive to produce which a consumer takes home from the store. If the store has to study carefully the use of rolls in order to meet consumer demand, the chances are this will be a waste of time.

4. Do not over-laminate when your package is to be shipped in a box. This increases the cost of the package and makes it more difficult to pack.

5. Guide the printer to use the right type of paper.

6. Width of design—width of carton plus thickness of carton plus $\frac{1}{2}$ ".

7. Length of design—length of carton plus thickness of carton plus $\frac{1}{2}$ ".

8. The carton $\frac{1}{2}$ " off the top edge dimension is the distance from the fold to the very next fold.

9. The carton $\frac{1}{2}$ " off the bottom edge dimension is the distance from the fold to the very next fold.

10. Ink should also be confined to a portion of the first wide fold so the last fold will not get printed.

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Quick facts about Anchor-Capstan Service for packers in glass

Name any product... and you will find an Anchor Closure designed to seal it properly, conveniently and attractively. Anchor's line of caps, made of tin, aluminum and plastics, is the most extensive available. It includes air-tight, cover, and vacuum types of caps, supplied gold lacquered, with colored lacquers and coatings or with private decorations, as well as sealing equipment for the application of many of them.

★ ★ ★

From Capstan and Salem glass factories come fine glass containers for the broad field of packaging—for foods, drugs, cosmetics, wines and liquors, chemicals and insecticides, polishes, specialties of all kinds.

★ ★ ★

As to sales and service, the Anchor-Capstan organization blankets the U. S. and Canada, with branch offices in all principal cities and each staffed with qualified packaging engineers—men of long experience in the problems of sealing, of high speed production and of packaging—prepared to make unbiased recommendations of suitable glass containers and closures.

★ ★ ★

Back of the field organization are further Anchor-Capstan services at your disposal whenever you may require or desire them... our chemical and biological laboratories, our research staff, package design service and engineering department... all to insure you the best, most efficient and economical packaging results for your own particular conditions.

ANCHOR-CAPSTAN

★ GLASS CONTAINERS ★ CLOSURES
★ SEALING EQUIPMENT
★ RESEARCH ★ PACKAGE DESIGN

5 STAR SERVICE

Ride



YOU'LL SEE WHY WE SAY, "LET'S
BE PRACTICAL," IF YOU WILL

the Freights

Sitting at a desk can give you only the vaguest idea of what punishments a package must endure in even an ordinary journey. You would have to ride a speeding freight car or pounding motor truck to find out. Think of the countless variety of things traveling over the nation every day. Delicate pink shrimp out of the warm waters of the Southland . . . health-giving pharmaceuticals from a great laboratory in the Middle West . . . luxurious facial cream from a swank Park Avenue cosmetician . . . over the hills they go . . . across blazing desert and wind-swept plain or in the damp hot holds of ships . . . slammed around and jostled along . . . experiencing in one trip all the climatic changes of the calendar. Sometimes there are stop-overs at warehouses with none too careful handling and dangerous changes of temperature. Surely the troubles a traveling package comes up against should make it clear that practicability must be the key-note. And that a non-practical package simply can't live under the strain.

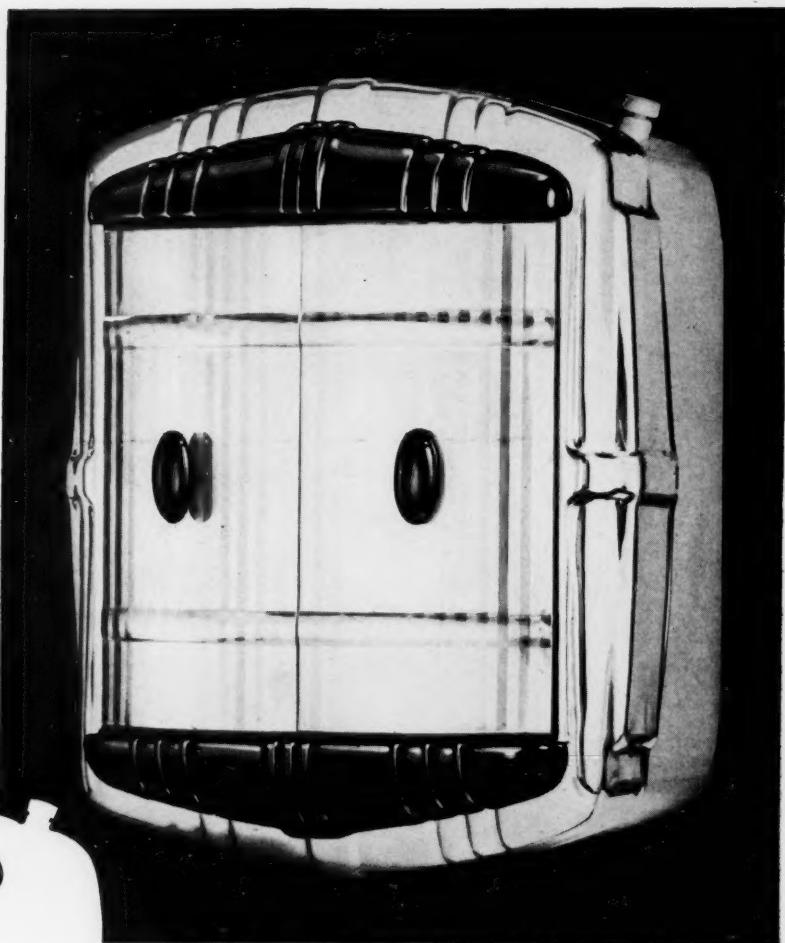
Anchor-Capstan says, "Let's be practical about packages." When a new package is planned, remember first of all that the prime duty of a package is to protect its contents, not just under favorable conditions but under all conceivable ones, fair and unfair. Get that kind of package and the chances are you can also have a good-looking one for, strangely enough, attractiveness is frequently the outcome of practicability. If your problem concerns a glass-packed product or one that might be better packed in glass, why not let one of the Anchor-Capstan packaging engineers work with you. He knows practical packaging from long and practical experience and will be glad to work with you without cost or obligation on your part.



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The Perfex Radiator Company of Milwaukee, Wisc., has used Resinox for the embellishment of their beautifully designed and efficient Perfex hot water automobile heaters. The Resinox parts were molded by W. Van Norman of Chicago.

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HOW MANUFACTURERS of AUTOMOBILE PARTS and ACCESSORIES can INCREASE SALES by using CARTONS!

1. Distinctive cartons discourage substitution—guarantee
that the public gets YOUR product.

2. Cartons advertise your product.

3. Cartons build dealer good will for you because

- a. Cartoned parts and accessories can be found quickly
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- b. They stay clean and ready for immediate use.
- c. They reduce breakage.
- d. They prevent mistakes in orders.
- e. They save cost of wrapping.
- f. They enable stock clerk to give better service to customer.

Therefore distinctive cartons will add to your sales and
bring you greater profits.

American Coating Mills' cartons are recognized by leading
manufacturers as the best available and our Art Department
has an unsurpassed reputation for creating designs that
SELL. Write or phone today and an A.C.M. representative
will gladly call to talk cartons with you, without obligation,
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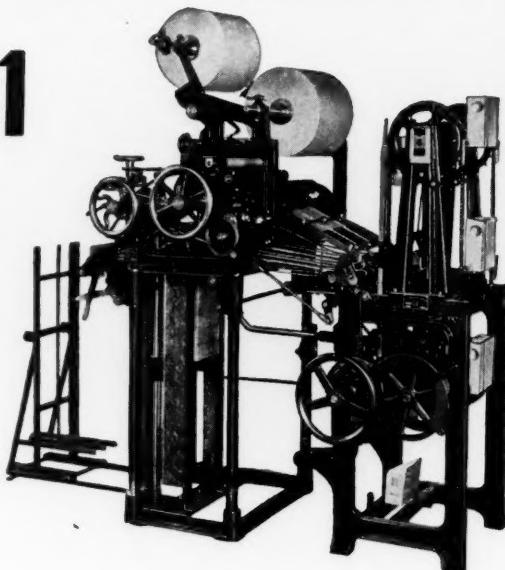
ATLANTA, GA.
William Oliver Building

TWO PROFIT-PRODUCERS

NUMBER 1

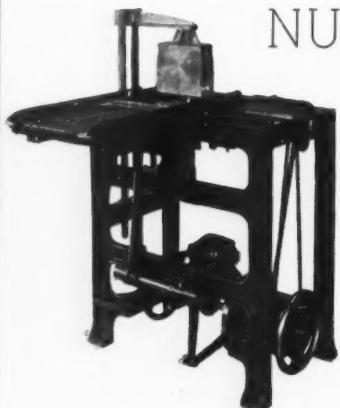
PETERS SENIOR FORMING
& LINING MACHINE WITH
AUTOMATIC CARTON AND
LINING FEEDING DEVICE

This machine does a far better job than any that can be done by hand. Does the work of from 5 to 7 operators. Actual plant records show that a single installation saves as much as \$7,000 annually. Peters Senior Forming and Lining Machines with Automatic Feeds and Peters Senior Folding and Closing Machines automatically form and line, fold and close carton shells at speeds ranging upward to 4200 per hour, depending upon the size of the carton.



NUMBER 2

PETERS JUNIOR FORMING
AND LINING MACHINE



This machine forms and lines carton shells automatically, operating at a rate of 2,000 to 2,500 per hour. In spite of the high rate of speed, these machines require but a single operator. The Peters Junior Folding & Closing Machine is fully automatic and operates at the same rate of speed. These machines are readily adjusted and handle a wide range of sizes, the change-over from one size to another being made in a few minutes. In use in important plants throughout this country and abroad, giving unusual records of labor-saving and low operating costs.

Whether your production is small or large, you will find a Peters Machine that will exactly fit your needs . . . a machine that will *produce profits* for you every day in the year, plus big sav-

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Salesclerks dislike to sell a product that requires a lot of demonstrating. Put a clear window on your package, a strong, sturdy, utterly transparent surface that will eliminate all need for time-wasting, package-mussing explorations, and you'll find disinterested clerks taking your product off the back shelves and putting it way up front where it will sell on sight.

After all, why shouldn't it be so. Salespeople don't care about **your** sales records. But they are vitally interested in increasing **their own** sales . . . the easiest way!

The B. F. Goodrich Co. has taken advantage of this simple fact . . . just as have hundreds of other smart merchandisers . . . in planning their Box-O-Bands packages. But they weren't satisfied with any old window. They wanted strength . . . and that meant Protectoid! They demanded 100% transparency . . . and that meant Protectoid! They wanted a

window that wouldn't wrinkle, wouldn't shrink or tear loose . . . and every demand they made was met and more than met by Protectoid!

Your problems may be different. Your product may need a wrap or all-transparent container. . . . But if you want full transparency, freedom from grain, wrinkles, warpage, buckling, shrinking . . . if you want something waterproof, greaseproof, odor-proof, vermin and rodent proof . . . if you want all or any of these qualities for easier sales and greater protection . . . investigate Protectoid, the easily worked transparent material that affords all these and more. Write, wire or phone today for samples and full information.



PROTECTOID
Trade Mark Reg. U. S. Pat. Off.
is a Product of
CELLULOID
CORPORATION
ESTABLISHED 1872
10 East 40th St., NEW YORK
BRANCH OFFICES
Chicago, Los Angeles, San Francisco, St. Louis



PACKOMATIC PACKAGING MACHINERY

IS PROFIT BUILDING
IS LOW IN COST
IS HIGH SPEED

**Do You Want
To Cut Costs?**

No matter what your packaging problem is, a Packomatic man can help you. Phone, wire or write for our economy methods. No obligations.

For lower production costs. For saving labor and conserving floor space.

For rebuilding your business to a new profit standard. Investigate Packomatic packaging methods. In every instance where Packomatic methods are used costs are lowered, markets broadened and profits increased.

J. L. FERGUSON COMPANY
JOLIET, ILLINOIS.

BRANCH OFFICES

NEW YORK - CHICAGO - CLEVELAND
ST. LOUIS - SAN FRANCISCO - NEW ORLEANS

SHELF APPEAL THROUGH SYLPHRAP BAGS

(Reg. U. S. Pat. Off.)



Display your food products to stimulate appetite appeal.

Let the customer accurately visualize what is bought. Do not obscure content of your package . . . SYLPHRAP BAGS not only give full protection, but they make it easier to sell your products.

Write us for names of manufacturers of SYLPHRAP BAGS.

SYLVANIA INDUSTRIAL CORPORATION
122 EAST 42ND STREET . . . NEW YORK CITY

DISPLAY THEM IN SYLPHRAP ENVELOPES

(Reg. U. S. Pat. Off.)



The above illustrates a few of the great number of items that may be packaged in SYLPHRAP ENVELOPES.

Being fully transparent, the color and texture of the product is fully visible, and the quality of the product is enhanced. This method of visible packaging will add to your sales.

Write us for names of manufacturers of
SYLPHRAP ENVELOPES.

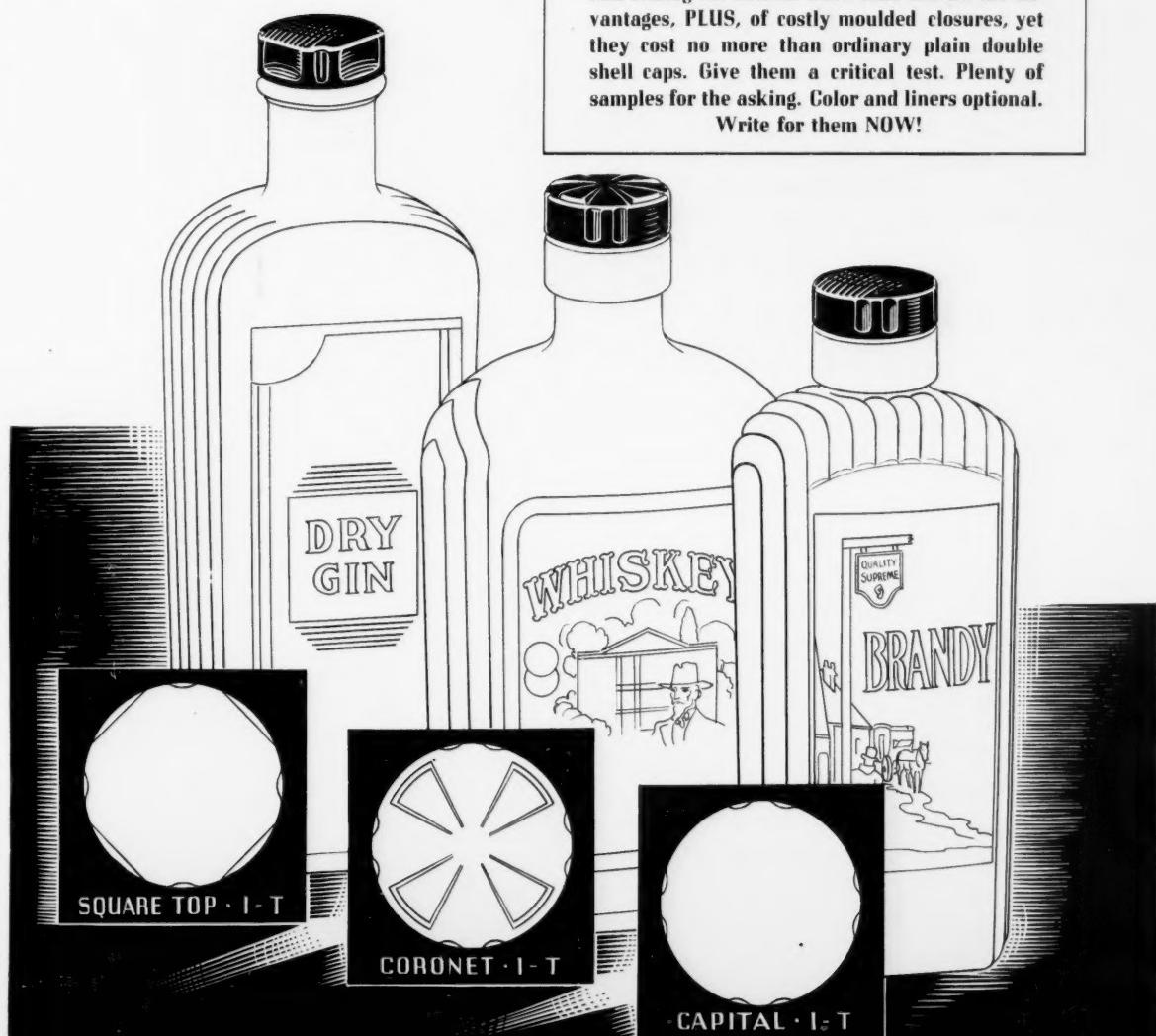


SYLVANIA INDUSTRIAL CORPORATION
122 EAST 42ND STREET • NEW YORK CITY

PRESENTING ★

three rich, dull finish ARIDOR I-T Caps . . . SQUARETOP, CORONET, CAPITAL. Designed with a master's touch, greatly enhancing the beauty and salability of wine and liquor packages. No less appealing than beauty is the new efficiency and utility of these better caps. No more worry about spinners, a special inner interlocks automatically with the shell. Capping is faster, bulldog grip for either capping tools or fingers. Consumers are quick to appreciate the greater ease of opening and closing the bottles. Here then are all the advantages, PLUS, of costly moulded closures, yet they cost no more than ordinary plain double shell caps. Give them a critical test. Plenty of samples for the asking. Color and liners optional.

Write for them NOW!



The **ARIDOR** 3428-40 West 48th Place Chicago



Oval, Oblong, Square and Round,
Spiral convolutely wound;
Or what your needs may be in cans,
They all will fit in R. C. plans.

When you've had cans that wouldn't do,
You've looked a large assortment through;
It's then when you will understand,
The value of an R. C. Can.

It matters not how good you are,
In buying cans at below par;
The very best that you can get,
Is honest value every step.

The fact remains that price alone,
For lesser service can't atone;
The higher cost will be retrieved,
Where honest value is received.



You'll find that cans made by R. C.
Are built as good as they can be;
And not to meet a certain price,
To do those things that aren't nice.

To get real cans and service too,
This tip will be a help to you;
Don't waste your time to scheme and plan
Just 'phone or write the R. C. Can.

R. C. CAN COMPANY

MAIN OFFICE AND FACTORY
121 CHAMBERS ST., ST. LOUIS, MO.

BRANCH FactORIES
2809 E. 14TH ST., KANSAS CITY, MO.
RITTMAN, OHIO

SALES OFFICES: Saint Louis, Rittman, Ohio, Kansas City, Atlanta, Dallas, Detroit, Fort Worth, Houston, Louisville, Memphis, Milwaukee, Minneapolis, New Orleans, Omaha, Pittsburgh

RIBBONETTE

MADE TO ORDER IN ANY COLOR OR DESIGN



Millions of yards of RIBBONETTE in sales building use every year. From ten cent consumer rolls to large industrial reels. It's inexpensive but extremely effective. Send your package for practical demonstration.

RIBBONETTE DIVISION
CHICAGO PRINTED STRING CO.
2319 LOGAN BLVD., CHICAGO, ILL. • 55 W. 42ND ST., NEW YORK

NEW PUBLICATION SERVES \$4,000,000,000 SHIPPING MARKET

SURVEY REVEALS NEW FACTS ABOUT SHIPPING FIELD

Western Union messengers walked into the offices of 2,500 shipping department managers of America's leading manufacturing, wholesale and retail businesses, handed each manager a pre-publication sample copy of "Shipping Management" and a comprehensive "Check List." In addition, 2,500 surveys were delivered by mail—a total of 5,000 surveys placed in the hands of shipping department managers, typical of those who spend \$4,000,000,000 annually in packing and shipping every type of merchandise.

Facts and figures resulting from this survey are startling. Preliminary breakdown of the hundreds of first returns provides facts that will interest every man who has a service, supply or material that is used in or by shipping departments. Still far from complete, initial replies show such facts as these about those who will read "Shipping Management":

Average number of shipments per firm per year—64,000
(Largest—200,000; smallest—12,000)

Average number of employees in Shipping Department—11
(Largest—195; smallest—3)

42% of these shipping department managers have held their present positions for more than 10 years

31% order all supplies, equipment, services direct

51% order some materials and services direct, specify details on their requisition for the balance

18% order all materials and services for their departments by requisition.

Tabulation and analysis of returns is being rushed as quickly as possible. When final returns are in, com-

The publishers of *Modern Packaging* announce a new magazine for Shipping Department Managers: **SHIPPING MANAGEMENT** will appear monthly, starting with the issue of January 1936.

This magazine is actually being "made to order" in content and policy, to serve the interests of this huge market. For a long time there has been a real need for a modern publication in the shipping field. The unique survey we made of this \$4,000,000,000 market proved this demand beyond question—and many other important points.

SUBSCRIPTIONS—Shipping Department Managers have welcomed the new magazine enthusiastically. It will be filled with time and money-saving ideas. Regular subscription price \$1.00 a year, but for a limited while we will send it FREE upon request of those who mention *Modern Packaging* and state number of shipments they make.

ADVERTISING—For those who serve the shipping market, **SHIPPING MANAGEMENT** provides a much-needed opportunity to tell their sales story to those alert, responsive users of shipping equipment, material and services. Many long-term, large space contracts have been booked. Advertisers and agencies are invited to write for special charter advertising rates in effect now.

FIRST ISSUE, JANUARY 1936

SHIPPING MANAGEMENT

BRESKIN & CHARLTON PUBLISHING CORPORATION

ALSO PUBLISHERS OF MODERN PACKAGING • PACKAGING CATALOG • MODERN PLASTICS

425 FOURTH AVENUE

NEW YORK CITY

143 NEWBURY STREET, BOSTON, MASS.

221 N. LASALLE STREET, CHICAGO, ILL.

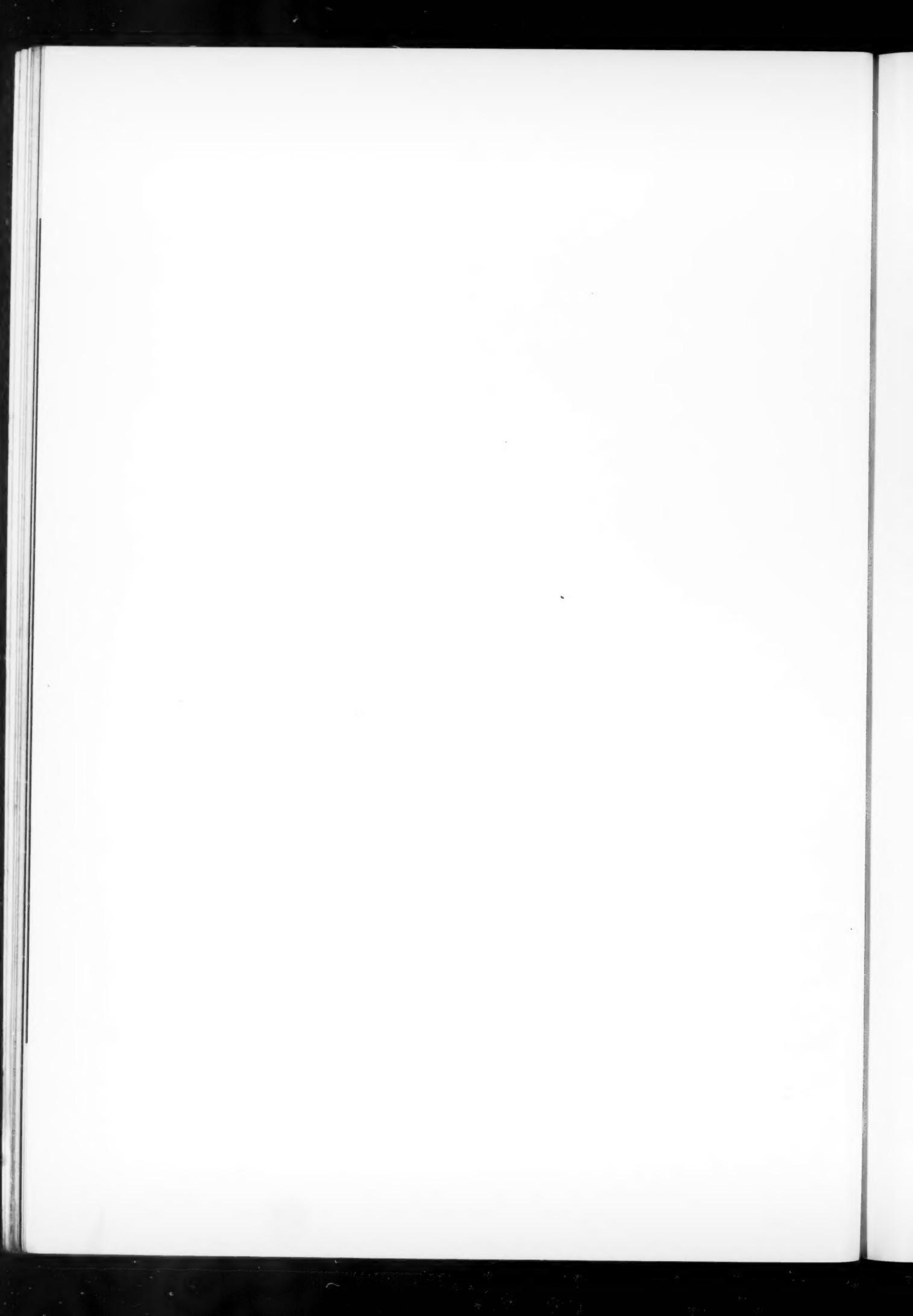


The distinctive design, strategic size and shape, and fine workmanship of these containers by Continental, indicate the smooth functioning of an organization skilled in the science of "packaging to sell." Continental's cooperation, extended to any manufacturer with a packaging problem, includes those three vital merchandising factors—research, design and package development.



Continental Can Company

SAN FRANCISCO





FROM BATH SALTS TO BROMIDES



Kimble Glass Vials are invariably the selection of manufacturers who realize that "eye-appeal" means "buy-appeal". It would be a difficult task to name the many varieties of products that have reached the top . . . and stayed on top . . . in these sparkling, transparent, colorfully-closed Kimble vials.

Perfumes and pills . . . cosmetics and candy . . . capsules and chemicals . . . all nationally famous . . . owe much of their popularity to their dainty, easy-to-carry Kimble containers of lustrous, retempered glass.

Kimble Vials are available for Shaker-Tops, Goldy Seals, Re-Seal-It Caps, Slip Caps, Droppers, Applicators, metal or Bakelite Screw Caps, Corks, and special closures to fit special needs. If it's a sampling or packaging problem . . . a new dress for an old product or a smart attire for an unknown article . . . consider Kimble Glass Vials first!



KIMBLE GLASS COMPANY . . . VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

... The **PACKING INDUSTRY** Uses
Millions of **BLISS BOXES** Every Year

BLISS BOX and BOTTOM STITCHER

Rath's
FOODS
FROM THE LAND O'CORN

USE **Morrell's Pride HAMS** U.S.A.

Plankinton

WILSON & Co.

LAUREL-LEAF BRAND GUARANTEED PURE LARD

EAST TENNESSEE PACKING CO. TENNESSEE

OSCAR MAY Approved Brand FOOD PRODUCT OSCAR MAYER MADISON, WISCONSIN

EAST TENNESSEE PACKING CO. TENNESSEE

KINGAN

The Cudahy Packing Co. U.S.A.

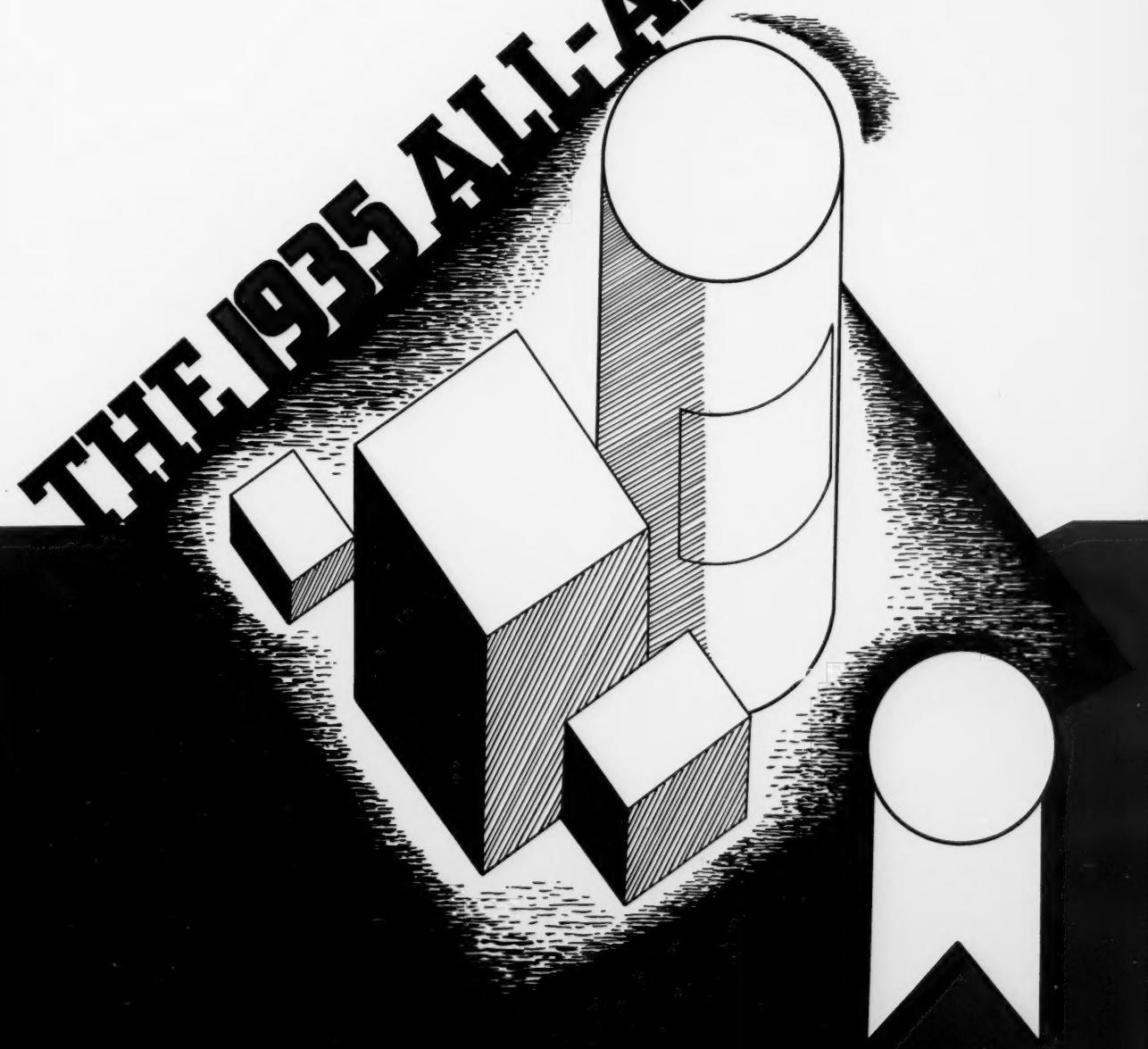
Whatever your requirements may be, let us demonstrate to you the economy of shipping your goods in **BLISS BOXES**.

Bliss Boxes are the strongest, safest fibre containers available. They are conveniently assembled and sealed on Bliss stitching equipment in your own plant as needed, thus requiring a minimum of storage space.

Let us tell you how Bliss Boxes and Bliss equipment are saving a total of 10% to 15% as compared with other types of shipping containers. No obligation.

DEXTER FOLDER COMPANY
28 West 23rd Street, New York, N.Y.
CHICAGO PHILADELPHIA BOSTON CLEVELAND ST. LOUIS SAN FRANCISCO LOS ANGELES SEATTLE

THE 1935 AIR AMERICA



ITION

SEE OTHER SIDE

THE 1935 ALL-AMERICA

PACKAGE COMPETITION

ENTRIES CLOSE
JANUARY 4, 1936



THIS is "last call" for entries in this year's Package Competition.

Those already received are so numerous and so excellent that the present Competition is sure to rate in superlatives.

To manufacturers and designers who have not as yet entered their products, we extend a cordial invitation to do so—as much before the final date as possible.

To all those interested in the design, manufacture or merchandising of properly packaged products, we extend an equally cordial invitation to look over the entries at the Permanent Packaging Exhibit, 425 Fourth Avenue, New York, from February 1 until April 1, 1936.

THE 1935
ALL-AMER
PACKAG

SPONSORED
425 FOURTH

UP 48%

SPARK PLUG REPLACEMENTS



1. Service man suggests that he clean motorist's plugs. Points to display. Compelling copy reads: DIRTY or WORN plugs WASTE 1 GALLON of GAS in 10.



2. Motorist, interested in the cleaning operation, has an opportunity to see just how worn his plugs are.



3. If they're badly worn, chances are the dealer makes a sale. Figures show that 2 new plugs are sold for every six cleaned.

There's a merchandising job to be done in the automotive field today, and Canco can help you do it. The same merchandising principles, the same point-of-sale methods, work as effectively in the service station as they do in the grocery, drug, department store or any other retail outlet. Our experience in building merchandising displays extends into every field. In the automotive field, it embraces canned oil and dispensers, as well as signs, racks and other displays. Call Canco concerning your product.

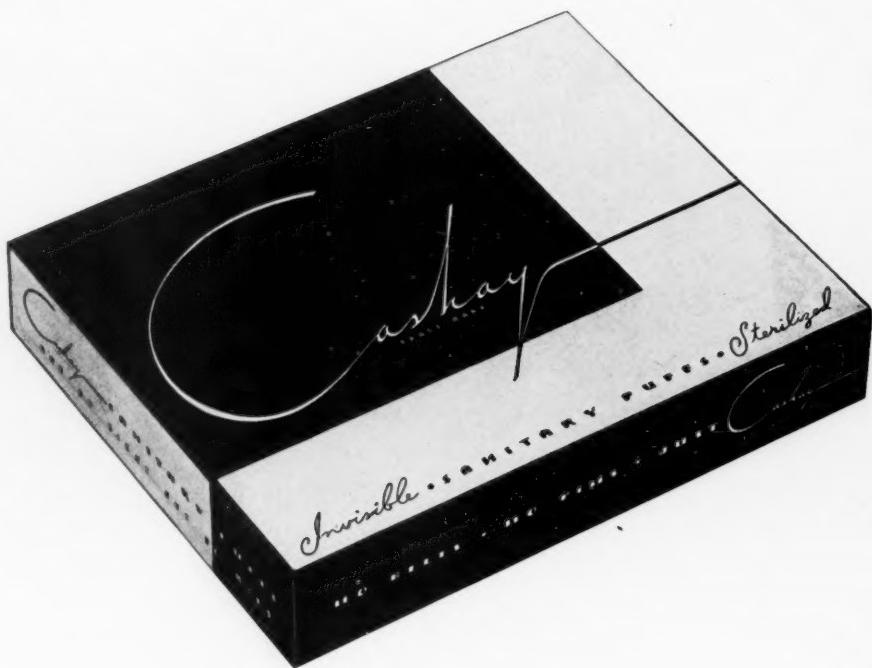
AMERICAN CAN COMPANY
MERCHANDISING SPECIALTIES DIVISION
Metal Displays
—
SIGNS AND TRAYS



4. "Get the old plugs out of the engine" is the idea behind this AC Spark Plug Cleaner Display. With it, dealers have increased plug replacements as high as 300 per cent. During 1934, AC increased replacement sales 48%.

SIMPLEX —

"The Solution to the Set-Up-Box-Problem"



Exquisitely "Hidden!"

Cashay (*caché*) of course means "to hide" in French. But, as the name chosen by Cashay of New York for its development in sanitary protection — it means an indispensable item of hygiene to women.

The Cashay Corporation was careful in selecting a name and *package* for their product. Both had to be chosen thoughtfully. To "Simplex" went the honor of selection due to its modern, patented construction, neat appearance and low cost of assembly.

The container shown above is a cellophane-wrapped Simplex Slide Box measuring 5 x 6 inches. It contains one dozen Cashay Sanitary Puffs — individually wrapped in cellophane.

The color scheme of this Simplex container is White and Dubonnet and possesses an irresistible appeal to women — who feel intuitively that the "hidden" products contained in such an attractive and spotless package *must be pure*.

**Simplex Boxes, Stronger, More Economical, More Attractive
— may be able to present your product to better advantage!**

**SIMPLEX PAPER BOX CORPORATION
LANCASTER, PENNA.**

Also made by our licensees in the U. S. A. and Canada





Printing on Cellophane in continuous rolls or flat sheets.



Spot-printed Wraps—continuous rolls for use in tight-wrapping where exact register is obtained with the electric eye.



Sheeted Wraps cut to size and made of Cellophane, waxed or plain paper.

Wraps BY ROYAL

OFFERING A COMBINATION OF MATERIALS, FINE PRINTING AND EXPERT STYLING DESIGNED TO BRING NEW SALES ADVANTAGES TO A HOST OF PRODUCTS WHICH MAY NOW BE REPOSING ON BACK SHELVES.

Write for Information



THOMAS M ROYAL & CO
PHILADELPHIA U.S.A.

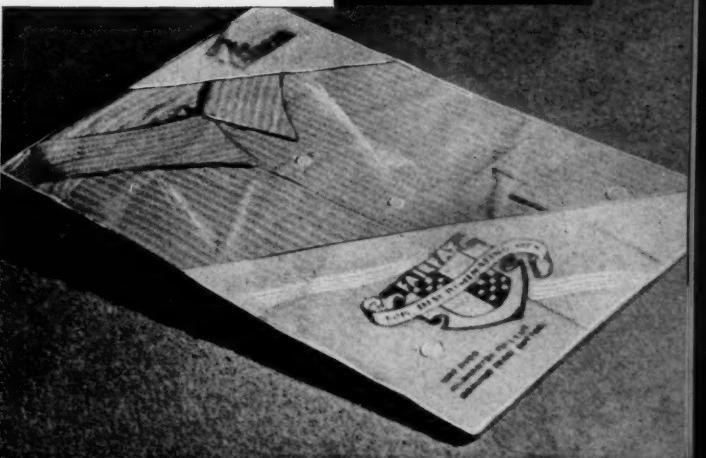
NEW YORK CHICAGO DETROIT PITTSBURGH BOSTON
ST. LOUIS MINNEAPOLIS SAN FRANCISCO DAYTON SYRACUSE
FORT WORTH ATLANTA HOUSTON



Bread Wraps—formed from a continuous band of Cellophane flanked on both sides by waxed paper.



Die-cut window Wraps of Cellophane and any paper, sheeted for hand wrapping—continuous rolls for machine wrapping.



Sheeted Wraps combining a continuous strip of Cellophane and any paper.

TWO CHAMPIONS



Winds play no favorites, the better yacht comes home first.

Standard-Knapp better Case Sealers always lead their field.

STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 33rd Street 208 W. Washington Street 1001 Society for Sav. Bldg. 909 Western Ave.
LONG ISLAND CITY, N.Y. CHICAGO CLEVELAND SEATTLE

420 S. San Pedro St. 189 Second Street Windsor House, Victoria St.
LOS ANGELES SAN FRANCISCO LONDON, ENGLAND



You can pick a winner



*A better cap for every
glass-packed product*

THE winning qualities of CCS Closures are vouched for by thousands of satisfied users. Like all winners, they have that extra something which puts them and keeps them ahead of the field.

For nearly half a century CCS has demonstrated its ability to produce better closures for the sealing of each kind of glass-packed product. You pick a "sure thing" when you specify CCS Caps for your product.

SCREW CAPS
VACUUM CAPS

LUG CAPS
V. P. O. CAPS

CROWNS
MASON CAPS

DOUBLE SHELL CAPS
CAPPING MACHINERY

CROWN CORK AND SEAL COMPANY • BALTIMORE, MD.

World's Largest Makers of Closures for Glass Containers

In the
cartons you
most admire

RidgeLo
CLAY COATED



• The Spirit of the Holidays—it has been our privilege to contribute to these festive days with many gay packages made of RIDGELO Clay Coated Boxboard.

These are the cartons you admire—the brightest, smoothest, most inviting of them all. The secret of this attractiveness is the beautiful RIDGELO Clay Coated surface—making every design look its best!

If you would improve your cartons ask your boxmaker for proofs on RIDGELO.

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

RIDGELO—"THE BEST KNOWN NAME IN BOXBOARD

Representatives: W. P. Bennett & Son, Toronto

Pacific Coast Distributors: Blake, Moffitt & Towne

A. E. Kellogg, St. Louis

MacSim Bar Paper Co., Chicago

Zellerbach Paper Co.

DON'T GO 'ROUND IN..

IN.. CIRCLES

**● STEP OUT
● Take a NEW
TRACK to SALES!**

"NATIONAL" takes new trails in directing its Container Service to the needs of Industry. • **"NATIONAL"** Containers command attention at the point of sale. They are the result of individual planning. Count upon them to WIN over competition.

Take a NEW TRACK to SALES
GO "NATIONAL"

An advertisement for National Metal Package Company, Inc. The top half features the company name in large, bold, serif capital letters. Below the name, a multi-line headline reads: "FOR OVER FORTY YEARS THE COMPANY KNOWN AS METAL PACKAGE CORPORATION". The bottom half contains several lines of descriptive text about their products and services, including "SPECIALISTS IN METAL CONTAINERS", "MANUFACTURERS OF METAL CONTAINERS", "GENERAL CONTRACTORS", and "GENERAL CONTRACTORS". The text is arranged in a dense, overlapping fashion. The entire advertisement is set against a dark, abstract background composed of a complex network of thin, light-colored lines forming a grid or web-like structure.

These closures will be a VITAL FACTOR in 1936 sales

● Here is our Closure Service Packaging Show for 1936. The completeness of our line is a definite resource for modern packagers. Quality of materials, accuracy and uniformity in manufacture and facilities for prompt shipment at any season may be taken for granted when you deal with The Closure Service Company. In addition, our technical collaboration with the Owens-Illinois Packaging Research Division places at your disposition a widely experienced and highly trained laboratory staff ready to help your own technicians achieve the most effective and economical procedure for packaging in glass at increased profit. Obtain information from any branch office of Owens-Illinois Glass Company, or write to The Closure Service Company, Toledo, Ohio, a Subsidiary of Owens-Illinois Glass Company.



Narrow-Mouth C.T. Cap giving dependable service on many products.



LUSTRSEAL — The ultimate in molded cap design and manufacture.



No Knurl — Single-Shell cap of high quality. Fine low cost closure.



SENTRY SEAL providing 100% tamper-proof protection for liquors, wine, etc.



SMARTOP (molded) — The choice of many discriminating users of black plastic closures.



GRIPSEAL — the new fluted Caseal cap in bottle sizes. Both decorative and convenient. Helps build sales records.



Narrow-Mouth CASEAL giving the added note of simplicity, elegance and quality that attracts customers.



PLASTYLE (molded) — Helping produce and maintain sales for many popular medicinals and proprietaries.



KNIFE-OPENING cap for easier opening and secure reseal of food products. Vacuum and non-vacuum types. Cut rubber on other type liners.



Wide-Mouth CASEAL — Adding the final touch of elegance for jar-packaged cosmetics and proprietaries. Two-piece—with patented rolled edge.



Wide-Mouth C.T. Cap with a long record of reliable service in building sales for many types of products. Handsome, lithographed or plain.

CLOSURE SERVICE

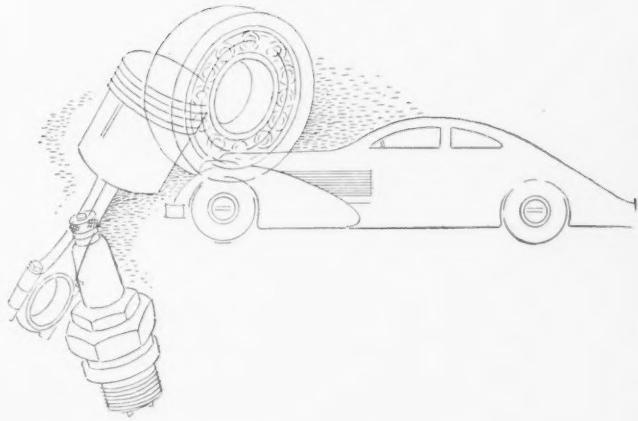
MODERN PACKAGING

BRESKIN AND CHARLTON PUBLISHING CORPORATION

DECEMBER 1935

VOLUME 9

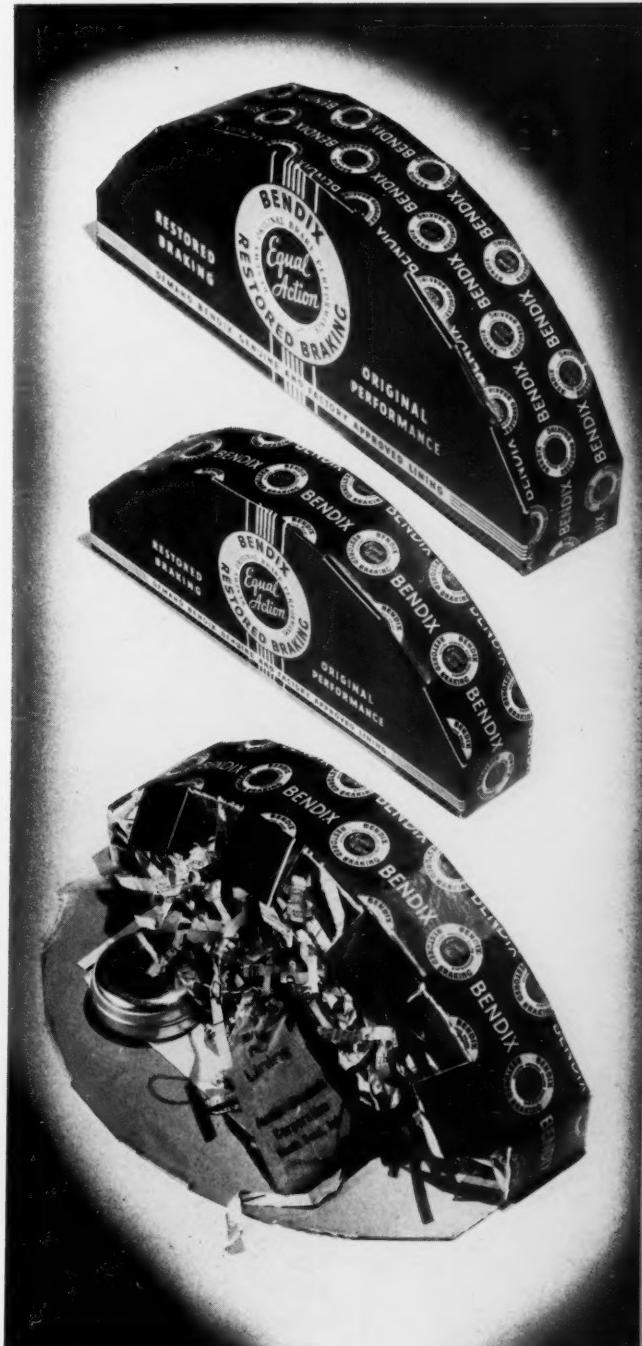
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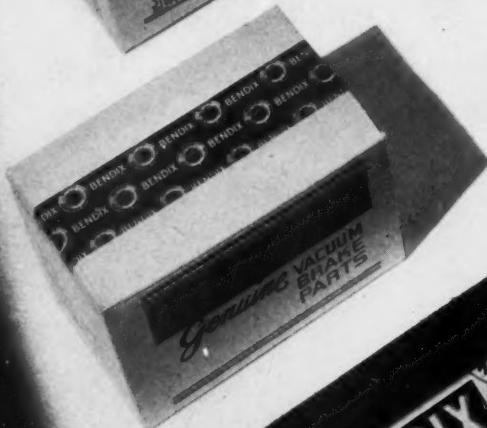
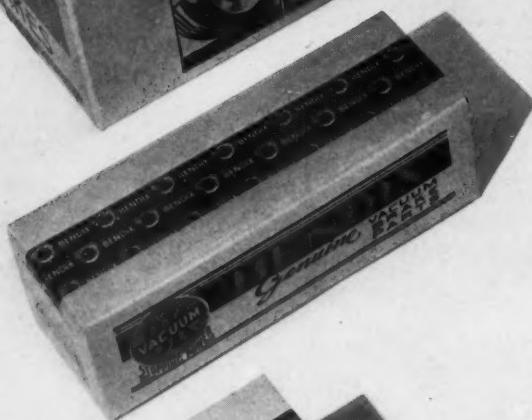


Automotive parts and accessories show improved packages

WHILE there has always been a market for replacement parts since the earliest days of motoring, it is only within the last few years that the problem of their packaging has received the serious attention of the makers. This has been occasioned by the evolution of the industry itself. At first the automobile manufacturer was primarily interested in establishing a reputation of dependability and durability for his product. Repairs when needed were usually made by a mechanic direct from the plant and the matter of packaging was largely one of protection only. Later, as the automobile gained popular favor all effort centered on the sale of new cars and the opening of more dealer outlets. Little thought was given the possibility of additional profits from the sale of parts. It was just taken for granted that the dealers out of a sense of loyalty would order parts from the factory when needed. With the number of

The non-refillable, oval Bendix package, specifically designed to contain brake lining, offers considerable display value besides convenience





cars in use increasing by leaps and bounds, the *suppliers* of parts to the factories saw another channel for distribution. After all, their major interest was in the sale of parts. They visioned a larger market and aggressively pursued it. At this juncture began the real merchandising of parts to the consumer as well as to the dealer and the repair garages that had sprung up. Keen competition developed. With the car manufacturer having to make his parts to specifications and with no such rigid control binding the independent parts-maker, a situation ensued that made identification important in packaging.

Because it is difficult to evaluate a part by surface examination the prestige of the maker is of primary importance. It becomes imperative that the package reflect both reputation and quality. With parts packed attractively dealers are much more apt to display the goods prominently, thus creating an advertisement at the point of sale. A package so displayed has a tendency to stimulate an impulse sale rather than a purchase based on necessity alone. Interest and eye appeal have this further value in a package—they ask for and usually get better handling.

Of great importance also in this packaging problem is the need of flexibility. Flexibility of design, so that the same dominant note can be carried by each article in the manufacturer's line, whether this be a color or a combination of colors, a trade mark or pattern, is to be sought after. This family idea in

Standardized rectangular type cartons, carrying distinctive lettering and appropriate designs, are used by Bendix Products Corporation for its line of B-K vacuum power brakes and brake parts. Shown also is the familiar triangular carton, used for Bendix brake cable, which successfully protects the flexible parts of the product.



Family resemblance in lithographed label design characterizes the line of Lincoln polish and cleaner packages. Not too dissimilar are also the designs used for Ford enamels and varnishes



The Ford clock and mirror assembly box carries cover illustration of product



Similar as to product illustration is the carton for the Ford cylinder lock



Ford emergency kits are conveniently packed in metal boxes

packaging has been proven of definite value as it encourages display, emphasizes the manufacturer's name through repetition and makes for easy identification.

The strength requirements in automotive packaging cannot be stressed too highly. Many of the replacement parts are of metal and some have sharp corners or edges so that ordinary box boards are not strong enough to hold up under the load imposed. It is highly important that the container reach the ultimate consumer in the same condition as when it left the originating plant. This is not only for protection of the part itself and prevention of loss of small attachment parts but because a damaged container loses all display value and actually creates a sales resistance.

With a constant cycle of new models in cars being presented and with each manufacturer trying to outdo his competition in smartness and newness of design, it is essential that the parts to go with these modern conceptions should be packaged accordingly. The time when a set of brake linings, for instance, stuck in a drab corrugated container with colorless paste-on label can be expected to compete for a fair portion of the market is passed. Modern parts require modern dress.

With parts-packaging in its infancy the automotive field is a fertile one for packaging ideas and while economy must rule it cannot rule to the exclusion of good merchandising.

One of the most outstanding jobs which has been done in the packaging of automotive parts is the work of the Chevrolet Motor Company. In order to take advantage of a new market offered through the selling of service parts, this company decided to institute programs and activities that would effect economies in distribution and increase sales. One of the activities which was selected was a packaging program, which was expected to bring about economies in distribution from quantity packing, reduced material damage, and quick identification for faster stock picking and physical inventories. Increased sales were expected from improved delivery service through more efficient handling, added and improved displays, improved appearance and performance of the products through better protection, and added groupings of related products.

To launch any program it is necessary to set up objectives and tentative plans of operation. The general objective of this packaging program was to adequately



volume and also a reasonable turnover for each class of material. From previous sales and information received from the above survey it was possible to determine package unit quantities. This is highly important due to the fact that if package unit quantities do not agree with normal dealer orders, it is necessary that they be broken and special packing performed in the field warehouses. This survey was carried on first because it had a direct bearing on package sizes.

To efficiently approach the second part of the program it was decided that folding paper boxes, which were used on the majority of the small high volume material, should be checked and improved first. To prevent re-use of many packages the company has em-

ployed fibre bodied cans with sealed metal ends and locks on the folding paper boxes. While these devices are designed primarily to necessitate the destruction of the containers when they are opened, they also help to eliminate the loss of material and the expense connected with these losses.

In an attempt to improve the appearance of the packages to an extent that they will perform all the functions expected of good packages, Chevrolet has taken into consideration all of the factors which might have an effect. In all cases the company has continued to use blue as the primary or major color. To add attraction value and color contrast it has used a warm yellow. On a large majority of the material, uniqueness of design has been added by the use of modern photographic illustrations, which not only carries the packages out of the class of mere containers, but clearly illustrates the contents. In this way the value of a sealed container is not lost because it does not have to be opened for display purposes. On paper boxes where the photographic design is not used, an exclusive and distinct allover pattern emphasizing the genuine parts trade mark in one color on a colored stock makes an economical method of printing. On corrugated car-



Rigid boxes with reinforced metal edges provide splendid protection for these products. Each package carries the distinctive lettering of the products maker. Construction of these boxes also permits easy packing of contents and piling in stock without crushing of packages

package all parts and accessories requiring protection, identification or merchandising aid. The tentative plans to carry out this objective were:

1. To investigate the merchandising adaptability such as unit quantities and parts groupings for a possible improvement.
2. To investigate and change if necessary the material and construction of those packages already being used for the standpoint of protection.
3. To develop packages for highly competitive material that would eliminate re-use.
4. To create designs that would give distinction among standardized products, reflect the quality of the products contained, act as advertisements at point of sale, make the packages easily recognized through family resemblance, and encourage the use of displays.
5. To develop specifications that will insure quality and expedite purchasing procedure.
6. To survey the entire line of select additional material requiring packaging.

To accomplish the first part of the program an extensive survey was carried on to determine the approximate number of dealers that were handling 90 per cent of the

tons there is being used the same all-over pattern mentioned above, roll printed on the outer line in two shades of one color. The tie-in which has been created in all classes of packages by the use of colors and design has completely answered the problem of giving distinction among standardized products and making the products recognized through family resemblance.

The next part of the program—that of developing specifications that would insure quality but at the same time be flexible enough to permit several suppliers to bid for the company's requirements—has been accomplished. Having definitely decided what policies and procedures would be followed in the packaging program, Chevrolet was then ready to survey the remaining products to determine what additional packaging should be done. And, according to reports, the recent packaging program has been most aggressive and one which has brought about most favorable results.

Similarly, the Ford Motor Company reports that sales of replacement parts and accessories have increased since its packaging program started, but states, "We cannot, however, attribute the increase entirely to this one thing, but we are confident from the favorable comments received from the field that it has contributed toward it. The argument may be advanced,

'Why package replacement in decorative cartons? If a man has no need for a repair part, all the merchandising effort in the world would not perhaps cause him to buy.' This is fundamentally true, but we approach the situation by endeavoring to sell the man a genuine Ford part when he needs a repair part, because we know they are best for his Ford car. Then, too, suggestive selling or the bringing to the attention of possible purchasers attractive merchandising displays has been an important factor in increasing sales.

"We have encouraged dealers to put these packaged items out in front, even displaying them in open bin systems where customers may open the packages if interested and handle the parts, under which conditions the value of eye arresting colors and attractive packages is readily apparent. We believe this to be a potent factor in modern merchandising."

Continuing with the experiences of other manufacturers. Realizing that good merchandising means attractive as well as protective packaging, The Perfect Circle Company redesigned the packages for its piston rings and piston expanders. The latest packages are of the fibre can type with sealed metal ends.

The first objective in redesigning these packages was to make the jobber's Perfect Circle stock the most at-

Packages for Chevrolet motor parts received national acclaim last year for originality, and are still outstanding in the automotive field. The use of photographic reproductions enables immediate recognition of product





The use of sealed cans for motor oil—and now even for denatured alcohol—while comparatively new, has met with surprising popularity. Prevents "boot-legging," assures full measure, and convenient for the station men

tractive replacement parts stock he sells. An attractive package will often sell a product even if no other merchandising has been done. An attractive package also lends dignity and prestige to the product.

Second, by placing Perfect Circle products in cans with factory sealed lids, the contents of the packages are tamper proof and moisture proof. The repairman is always assured of getting the size rings or expanders that is stamped on the label of the package. Also, it is very important to keep moisture away from piston rings to keep them from rusting.

Third, the new packages are a great improvement in convenience in distinguishing types of rings and sets through the use of color and better layout and type.

Fourth, the cost of packaging Perfect Circle products was materially reduced in spite of better and more pretentious looking packages. Part of this reduction in cost was due to eliminating several boxes. Formerly each ring was individually boxed in a folding paperboard container and then the set of rings placed in a larger container. With the new fibre packages, individual

rings are merely placed in envelopes in the can.

No difficult problems were encountered in repackaging the entire line inasmuch as the product units were left unchanged.

The new packages were accepted by the industry with a great deal of enthusiasm. Minor problems have come up in stock control from the sealed cans, however, it has not been serious enough to offset the many advantages gained. One good proof of the acceptance of these new packages by Perfect Circle jobbers was the fact that many of them placed their new packaged stock in the front of the store and moved other automotive lines to the rear.

McQuay-Norris Manufacturing Company formerly packed its piston rings in a round blue lightweight paperboard box with a lid made of the same material. Many times the lids on the boxes were damaged in transit and in handling.

The company's new style package has eliminated these difficulties in addition to making it a better looking shelf package—and the box now holds up 100 per

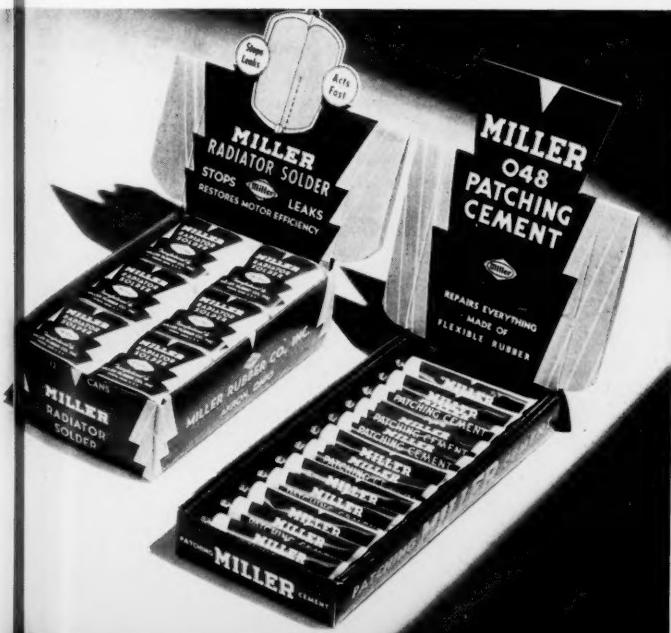


Protection plus well designed display is evident in the Cadillac ignition cable set box





Above: Texaco radiator cleaner compound is now packaged in a lithographed can with a molded plastic cap. Upper left: Perfect Circle's new packages—fibre cans with sealed metal ends. Each ring and expander, after washing in special oil, is packed in an oil-proof envelope. Left: Miller Rubber Company, for its group of products, has adopted standard colors—blue, yellow and white—worked into a keystone design for labels, cans, tubes and displays



cent in transit, the distributor receiving it in the same good condition as it was shipped. This company is one of the few piston ring manufacturers using a round box for packing piston rings.

Piston rings must be dipped in a rust preventative before packing. At one time McQuay-Norris packed the rings in a glassine or parchment envelope before boxing them. This solution, if not entirely dried before the rings were put into the envelopes, disfigured them and many times made it almost impossible to read the size which was printed on the envelopes. Up to that time no one had been able to wrap a round object in transparent cellulose and get any production. In less than a year the company engineers designed and built



Permatite automotive engine parts come in metal reinforced boxes



Another Bendix package that be-speaks product genuineness



Product suggested the design in this package used by J. A. Fischer Company



Above: Garlock offers a compact assortment of water pump packing in a metal box—fill-ins are supplied as needed. Right: Repetitive design is effective in the General Motors parts boxes



three batteries of machines which could handle the entire production, and, as far as is known, the company is the only piston ring manufacturer in the world wrapping piston rings in transparent cellulose.

One of the difficulties to be overcome was making the identification label stick to the wrapping. A special glue had to be made up for this purpose. Moisture-proof transparent cellulose overcame the problem of the rust preventing compound dripping off the rings and spoiling the label.

In this day of keen competition with the many different kinds and brands on the market, what is more logical than an attractive package to create sales? A product must possess in addition to quality, a term with which we are all becoming familiar and commonly known as eye appeal. Something that will catch the customer's eye and draw him toward your package with a desire to perhaps open it and examine its contents. If after making the purchase and finding the results

satisfactory, it is only natural that when in need of this article again or perhaps this time something different, and having been made a satisfied customer the first time, he will again purchase or look for your brand of merchandise. It was with this thought in mind that the design and color combination on the packages for automotive accessories made by the Miller Rubber Company were created. Standard colors of blue, yellow and white worked into a keystone design have made an attractive package whether it be in the form of a label, lithographed can, display box or whatever the package requirements might be.

Having adopted a standard for the individual items, the next thought was toward what could be done in the way of dressing up the shipping containers. Owing to the large number of items that is necessary if one is to offer a complete line of accessories, it was impossible to adopt a printed container from a cost standpoint, as one container in many instances may be used for several different items. It was then decided to adopt what is known in the Miller organization as a series of "master" labels. Nine different sizes were made that could be used depending on the shape and size of the shipping



containers. In designing the label, the usual Miller color combination and keystone design were followed out. On these labels, a blank space was left and through the use of multigraphing, a description of the merchandise contained in the carton could be imprinted. These are not only used on shipping cartons, but in cases where it is not necessary to use a printed display such as on inner packing units. Quite a saving was realized in this manner by being able to run large quantities of each size of the master labels and then imprinting the information desired on each label in quantities depending upon production, thus being able to keep obsolescence at a minimum.

In this way the company not only realized an important advertising feature in shipping its products, but at the same time developed a means of identifying each and every carton clearly as to contents, which was highly important not only in the warehouse, but to the dealer as well. No longer is it necessary to turn a shipping carton over and over looking for stenciled information that is bound to become faded and obliterated by handling. An attractive looking label with all in-

formation clearly printed and placed on the end of the carton saved a lot of lost time in identifying various items, made a coordinated line, even to the extent of shipping cases, in case the dealer wished to place them on his shelf until such time that the cartons were to be opened.

One problem which was encountered by the company was in the use of a large easel type display card for radiator solder. From a cost standpoint this was very expensive, not only as to the cost of the card itself but from a labor standpoint of attaching the cans by means of metal clips to the card. Also considerable space was taken up on the counter by the card and knowing that the article to be sold must be displayed, still a dealer cannot afford to have counter space taken up with only one or two large bulky displays. With this thought in mind, a display box was designed, very small and compact with an attractive cutout and copy that attracts attention just as quickly as the large display card, but gave the dealer more counter room for the display of other articles, thus creating the advantage of additional sales. Reducing the selling price and still offering an attractive package, brought a considerable increase in sales.

At one time all brake lining was sold in rolls but packaged sets are becoming more and more popular

Shown on this page are representative packages used by the following: Asbestos Manufacturing Company, Triplewear Brake Linings Corporation, Keasbey & Mattison Company, The Velumoid Company, The Fostoria Pressed Steel Corporation and Hastings Manufacturing Company



and constitute a most important factor in merchandising and selling this product. Packaged sets of brake lining were first introduced to the trade in 1927 by the Triplewear Brake Linings Corporation, who devised a complete group of boxed sets to serve 90 per cent of the cars in use at that time. Similarly, when the Model T Ford was at the height of its popularity that company was among the first of the manufacturers to package transmission lining.

Since redesigning its package, keyed to the publicity theme, "Reline and Relax," Triplewear has experienced gratifying results in sales volume.

The Vellumoid Company states that the chief point of interest in connection with the packaging of its packing and gaskets is that its stock numbers have been assigned in a well thought out method for making the line easier to handle.

Because of the gasket sizes regulated by the motors on which the gaskets are to be used, the packaging of gaskets involves many different sizes of cartons. In spite of best efforts to standardize on a few sizes, the

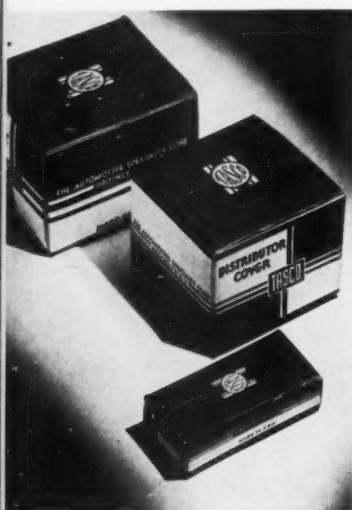
manufacturer is bound to have left several sizes of cartons. Contents are in many cases very light with the result that in many sizes there is a large unwieldy package, sometimes the carton itself weighing more than the contents.

Study on Vellumoid's packaging problems several years ago led to an entire re-arrangement of stock numbers in accordance with box sizes. This means that a distributor handling the line and arranging the cartons in numerical arrangement by stock numbers automatically lines the cartons up in a uniform stocking arrangement. This does away with what often happens on other lines arranged numerically where one has a small carton under a large one and it means a lot of sorting over of different sized cartons to find the proper number. In addition the numbering system the company worked out leads to definite economies of space.

The Kendall Refining Company was the originator of sealed cans for motor oil and led the field in the change from oil in drums to oil in sealed containers. Recently this company commenced marketing its trade-



Above, left: Individual cartons and displays for Globe spark plugs. Right: Tube patches as packaged by the Las-Stik Manufacturing Company, also the display container used for this product. Below, left: Cartons used for parts by The Automotive Specialty Corporation. Center: Fibre cans and wrappings for McQuay-Norris piston rings. Right: Individual and display cartons for Defiance spark plugs





Size and stock number of products are clearly labeled on these otherwise simple packages used by The Atlas Bolt & Screw Company. Outside carton has two labels, one in normal position, and on the reverse end upside down. Other illustrations on this page show counter displays with their individual packages. Two of the former are of the metal edge type

marked "Gear Lube" in sealed cans, and has developed a dispenser to service this product as well. The company states that it has not regretted the switch to sealed containers, in fact considers them one of the greatest advancements made in the history of the oil industry.

Another pioneer in the field of accessory packaging is Defiance Spark Plugs, Inc., claiming to be the first to use transparent cellulose in the wrapping of its spark plug cartons. This feature has been one of the company's big talking points as it uses moisture-proof to prevent rust, particularly in the coastal climates.

An innovation in the merchandising of lubricants has been revealed in the announcement that Viscote chassis

and gear lubricants are now available in 2-lb. lead collapsible tubes hermetically sealed at the refinery. The Viscote System is a division of the Valvoline Oil Company, one of the first to offer canned motor oil nationally. J. H. Garlough, vice president of the Valvoline Oil Company says that tube packaging of lubricants has even more advantages and offers greater merchandising possibilities than canned motor oil, which made such a phenomenal success.

By placing one of the actual tubes in the hands of each car owner who drives in, dealers can point out in a dramatic way the advantages of the new container with its hermetic seals top (*Continued on page 73*)



First annual British packaging contest

"**E**VIDENCE of a progressive trend in British packaging is clearly shown by the results of the First Annual British Packaging Contest," is the expressed opinion of *Packaging Review*, its sponsor. "What the contest has proved is that the really progressive firms are handling their packaging problems as efficiently as their American contemporaries." A complete set of prize winning packages, being sent through the courtesy of Alan Rogers, editor of that publication, will be on exhibition in the display room of MODERN PACKAGING as soon as they arrive.

The judges of the contest—the first of its kind ever to be held in Great Britain—were: R. Houghton James,

art director, H. J. McCann Company, Ltd.; Norbert Dutton, designer, Metal Box Company, Ltd.; Milner Gray, designer; Mrs. Cottington Taylor, director of Good Housekeeping Institute; S. L. Righini, *New York Herald Tribune*, and Alan Rogers, editor of *Packaging Review*. The winning entries were as follows:

In the carton group, Carreras Virginia Cigarettes received the greatest number of votes. Here a traditional design—based on an old print—won preference over those of more modern delineations. In second place were Pascall's Sports Lollies, designed by F. C. Prichard Wood & Partners, Ltd., and Bob Martin's family group of dog preparations. Milner Gray's design in conjunction with

W. W. Cleland's patent carton won third place for Kappa Rice. The carton group included the greatest number of entries and also showed the greatest evidence of significant advance in package design.

In the glassware group, Maconochies' Tomato and Clubland Sauce bottles obtained first mention because of unusual shape for this type of product. The Nell Gwyn Marmalade jar was next, selected because of its effort to create a pleasing container which could be placed on the table. Runners-up were the Georgian Cocktail Pickle jars, designed by F. A. de Smet, and the bottles for Potter & Moore's Mitcham Lavender Smelling Salts. The latter is capped with a black plastic screw closure that carries a gold recessed panel on top.

In the plastics group were, first, Yardley's Eye Shadow container, in two tones of blue, light lid and darker base. Next was the Culmak display stand in blue and white urea plastic; and third, was the nonspillable powder bowl, with a cream-colored lid and a green base, for Jane Seymour, Ltd.

In the display group, the Culmak plastic display, previously mentioned, received first mention. Also receiving consideration were the Halex and Sparklet displays. The former consists of a metal frame on which are hung toothbrushes wrapped in transparent cellulose bags sealed with a black and silver printed end piece.

The miscellaneous group included, first, the Sanizal Disinfectant package, selected because of its effective label design; second, the Halex transparent cellulose bag for toothbrushes—hygienic and making use of a new material—and, third, to the Em-prote tin which carries one of a family series of labels designed by W. S. Crawford, Ltd. for Eustace Miles Foods, Ltd.

In the metal box and can group, first honors went to Pascall's Mint Lumps, this time, in a two-tone blue design, being characterized as one of the smartest entered in the contest. Second was the Vinolia Talcum can which repeats the design, in blue and cream, used on the cartons for soap made by the product manufacturer. The third award went to the Barber's Coffee can, a redesign by Norbert Dutton of the Metal Box Company. Brown and cream and brick red and cream are the colors that successfully suggest the "character" of this product, and the little trade mark figure livens up the design.

In the collapsible tube group only two awards were made because the remaining entries were thought to be too poor for consideration. The Pepsodent tube, the design for which originated over here, received first place—the colors, sparkling white with blue green lettering repeating the style on the carton. Kiwi White Cleaner, with the lettering and trade mark design on the upper part of the tube, received second mention in this group.



Moulded pulp offers shape with economy

BY ROY SHELDON*

DECEMBER 2, 1935 marks an important date in the development of American packaging. On that day in Massillon, Ohio, a new plant started its multiple batteries of machines moulding paper pulp containers in high speed mass production for domestic use. In a single nearly automatic operation a basic and universal raw material—paper pulp—is transformed into a completely finished package. These packages are in any shape one desires, light in weight, waterproof, seamless, astonishingly strong, accurate in content, colored in any shade, with lettering or decoration embossed or debossed. All that, mind you, *in one operation*, as they drop from the moulding machine and pass through the dryers in the process.

Should a secondary operation be desirable, these moulded paper packages can be automatically sterilized and paraffined, lacquered either inside or outside, or both, to provide complete protection to lubricating oil, foods and a great variety of chemical ingredients, or for decorative effects. Such treatment considerably increases their strength and rigidity. Or the second operation may consist simply of running a band saw through a single container to produce a telescope top and bottom which were formed as one object. Or it may be printing the embossed portions of the design on

any surface of the object, or die-stamping a design in any color or colors, or labeling automatically or by hand direct to the pulp.

Moulded pulp packages can be designed in any shape, therefore they can be adapted to existing machinery and equipment for filling, handling, sealing, labeling and shipping. The closing problem has a number of easy, inexpensive and standard solutions. The simplest is to use a slip cover of moulded pulp, blown integral with the body of the package and later separated by a saw cut. Metal slip covers are satisfactory because the moulded pulp packages are highly accurate in dimension, tolerances in the new and improved manufacturing process being very low. This fact makes possible also the metal screw cap fitting tightly over screw threads moulded in the container and hardened. A paper board disc can be glued into a pre-formed seat in the moulded container when desirable.

The standard plain tin top forms an absolutely tight joint when applied over a bead moulded around the top edge of the

*President, Moulded Displays, Inc.



Directly above are examples of American packages of moulded pulp which include containers for powder, coffee, lubricating oil, fruit and milk. The next group are of the toy and display type, made in this country. At upper right are standard European containers for liquor and medicinal bottles. These indicate the possible range of size and shape which may be obtained in moulded pulp containers and displays



container. The tin ring and friction plug are easily applied or the tin plug can be used alone, fitting directly to the pulp. For liquids in bottles, a cork sealed with a viscose cap performs a perfect closure; milk bottles utilize standard formed paper closures with a protective lip; and lubricating oil bottles employ a special metal cap which must be cut or torn off, thus making the bottle tamper-proof and eliminating bootlegging.

So much for the general technical background of these new packages. What are their appearance, feel, advantages and limitations? What of quantities, costs and logical uses? Fortunately you already know containers of this material or can find them in any city. Scotland sends us several moulded pulp packages in different shapes and these merit inspection. Look

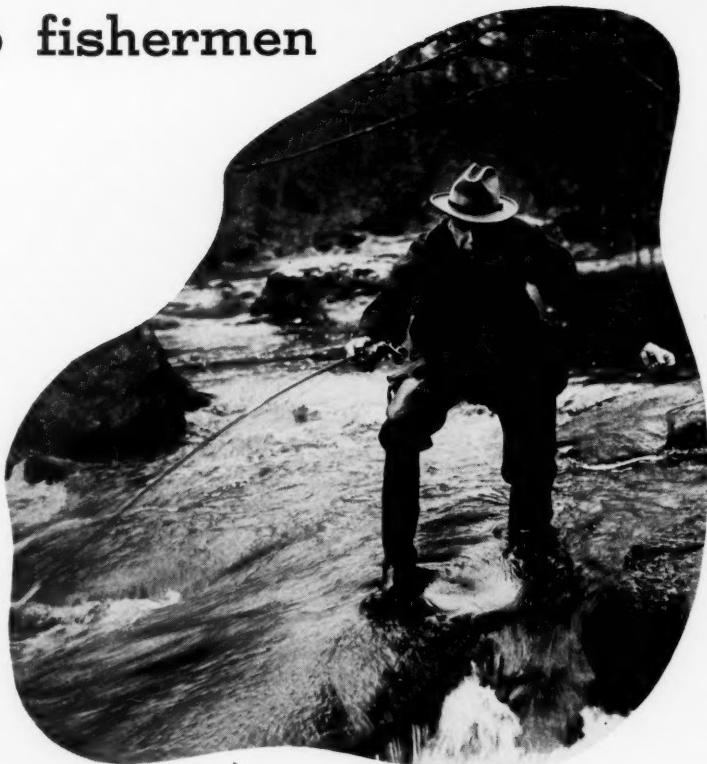
at the strange and handsome triangular carton with its throated cover for the Haig and Haig Pinch bottle, then pick up the rectangular box for White Horse Whiskey. You will also find a cylinder bottle shape open at the bottom used for King George IV and for the White Horse cylinder bottle.

They all have the same surface—slightly rough, with countless tiny points of paper, but pleasant to the hand. All are of natural pulp, clean and fresh in appearance with a cream or ivory white color. Paper labels are gummed directly to the pulp surface and a wide range of copy and panels are de- (Continued on page 84)

Baiting sales to fishermen

YOUR TRUE ISAAC WALTON is a natural enthusiast when it comes to the purchase of his fishing tackle. Drawing from his own experience, and oftentimes his imagination, he can usually weigh the statements made by the salesman and thus procure just what is wanted to lure his fish from their native haunts. So that, generally speaking, the business of sales in fishing paraphernalia is carried on in an *entre nous* fashion—between customer and seller, with neither having an advantage over the other.

But this traditional relationship has been somewhat supplemented by the recognition, among certain manufacturers of fishing tackle, that packages can, through their convenience and attractiveness, increase definitely the sales for their contained products. Two in-



teresting examples of these are in successful use by the Shakespeare Company.

In placing on the market a new meter reel which measures the amount of line casted, the Shakespeare Company felt that it would be of advantage to also include, in the planned package, a recommended casting line. Such a combination, displayed in a convenient attractive box, has resulted in successful sales for the reel and has likewise encouraged an interest in other equipment furnished by that company.

Likewise new in the field is a transparent fly line box which is now offered with various brands of lines. Emptied, this becomes just the thing in which fishermen may carry flies, leaders and the like. Here, again,

Available in "after use" as a fly, leader, bass bug or other box is the transparent container used by the Shakespeare Company for fly lines. Set-up boxed is the Master Reel with its accompanying casting line and tool combination. Both packages are excellent sales "bait," it is reported. Photo above by Ewing Galloway



the company has found a ready acceptance of a package idea. The Celluloid Corporation is manufacturing the new transparent fly boxes; the Kalamazoo Paper Box Company furnishes the meter reel combination boxes.

Packages for fishing tackle is not a new departure. But the possibilities offered through the use of newer materials now available for package construction and design are unlimited in their convenience, utility and merchandising effectiveness, as applied to that field—successful way of baiting sales to fishermen.

New labels aid purchaser selection

DESIGNED to stress what they contain—rather than to appeal to the eye only—so that the purchaser may easily locate and select them from the innumerable items stocked by the modern grocery, a score of newly designed packages and labels made their appearance last month on the shelves of the I.G.A. stores throughout the country. These brought to a total of ninety-one the new packaging designs prepared by the label department and art staff of Independent Grocers' Alliance headquarters during the past year.

Although these packages have been in use but a short time, both dealers and wholesalers report excellent consumer acceptance and greatly increased sales of the products. "Ripe 'N Ragged" peaches, apricots and pineapple and the entire line of fruit and vegetable juices are included in the list.

All these new specialty labels are brilliantly opposed to the old blue and white stereotyped kind used by I.G.A. in the past. The "Ripe 'N Ragged" line shows the fruit in dishes ready for serving on a broad black background. A thin green line, carrying the I.G.A. medallion in red and yellow, borders the can top while white letters on a bright red band around the bottom identify the

fruit that is to be found within each of the containers.

While the tree ripened variety of fruits has long been a standard item on the I.G.A. shelves, the new labels and the new name put them into the specialty group. The new labels, which have caused wide comment, have brought them to public attention and with an astonishing increase in sales as the very gratifying result.

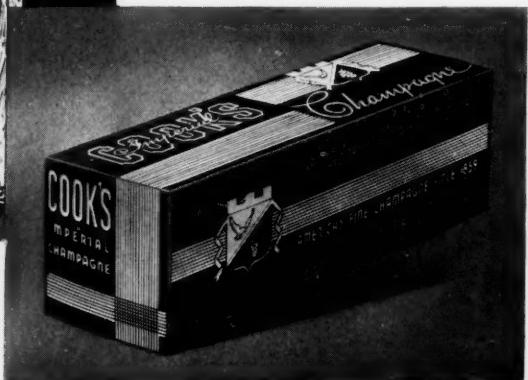
The fruit and vegetable juice containers bear brilliant all-over reproductions of the fruits and vegetables from which the juices are pressed. On the shelves they are easily distinguished from the standard can labels.

The latter are being changed from the old blue and white to the cream and royal blue distinctive of the I.G.A. scheme of store decoration. Vign-



ettes of the products in serving dishes stand out prominently against the light background.

All the new designs because of their simplicity and strong color lend themselves especially well to mass displays. The thirty-five items in the carton line, and the twenty-five spice packages have been completed, but work on other lines is still in progress. Officials estimate it will take another year to finish them.



Champagne broadens its home market

TO RETAIN the old customer, to cultivate the new, has become axiomatic in merchandising. How to do this, particularly when a package is called upon to assume a heavy responsibility for the sales of a product, is a problem which may not always be solved by the use of a single package. To offer consumers a choice of packages is, therefore, a sensible decision, a decision which was adopted by the American Wine Company in making its plans for the holiday merchandising of Cook's Imperial Champagne.

These packages may be considered as successfully spanning the old and new ways of retailing wines. For, to meet the desires of the bon vivant who respects his traditions and requires that his wine be packed a la continental, there is the willow basket; and for those who have become accustomed to the more recent forms of containers, there is the modern and always convenient carton. The combination, if our guess is worth anything, is one that will meet with considerable success.

The new continental wine baskets are hand made of willow with grass green featured trim and packed with six individuals or four large bottles of Cook's Imperial. The former is approximately $15\frac{1}{2}$ in. x $10\frac{1}{2}$ in. x 8 in. high, while the latter is 12 in. x 10 in. x $6\frac{1}{2}$ in. high.

The gift carton contains a large bottle and is designed to stimulate sales to less-than-a-case customers throughout the year as well as to special holiday trade. This and the six-bottle carton are done in wine red, yellow and green and have been developed with a view to se-

Size and contents of these packages make them apt and convenient as purchases for dinners or bridge and cocktail parties at home. A la continental is the hand made willow basket, while in keeping with the "carry home" idea are the two cartons—one for a single large bottle and the service size, for six "splits."

curing display value on the retailer's shelf and counter.

However, it is the six-bottle carton which is of particular significance for, as far as MODERN PACKAGING is aware, this is the first time that champagne has ever been merchandised in this way. The carton contains six individual "split" size bottles and is priced to sell at around \$4.75 most places, depending on local tax regulations. The size and contents of this package make it apt and convenient as a purchase for dinners or bridge and cocktail parties at home. The package provides a single champagne service for twelve or a double champagne service for six—which lowers the price of admission to the consumer to a point that is closely comparable to the cost of serving good highballs or cocktails.

Through its adoption of these new packages, then, the American Wine Company has made a definite step forward in broadening the home market for its product. By making attraction and convenience evident at the point of sale—the retailer's shelves and counters—the company not only retains the following of old customers, who recognize a familiar product in a new dress, but obtains the interest of new users.

New designs improve traditions of old

BY GEORGES WILMET

WHEN the Pinaud Company decided to repackage its line of toiletries it was faced with a difficult problem of redesign. The products of the House of Pinaud, which have been famous the world over for a century, have had little change introduced in their packaging since they first appeared on the market. For this reason it was extremely important that any changes be improvements which would, at the same time, suggest the essential character of the old designs and the record of excellence of the products.

One of the first considerations was to create a package which would not be outmoded by changes in fads and fashions. The key package of the family around which all others were built was a 6-oz. bottle for the famous skin perfume, Lilas



de France. It so happened that a charming water color was painted for Pinaud by Pierre Brissaud which typified a pastoral scene during the reign of Louis Philippe and breathing the fresh fragrance of lilac. This drawing inspired the style of the package, and there was created a bottle typifying old fashioned elegance and at the same time incorporating something which would be essentially modern in its simplicity of line and treatment of surface.

The bottle was, therefore, given a simple but carefully studied form. Likewise the distribution of glass for easy handling on automatic machines was taken into consideration. Another extremely important factor—that of being easy and pleasant to hold in the hand—was kept in mind. For a really good bottle must not only look well, it must also be pleasant to hold and to touch. The surface of the container was treated with a modified hobnail pattern to create an effect of brilliance through the many reflections and refractions of its tiny prisms. These also serve to give a good grip when the fingers are wet. In the production of this bottle considerable difficulty was encountered in order that the hobnail pattern be carried evenly around the edges using a two part mold in the process.

The bottle is furnished with a plastic cap which is the crowning (Continued on page 86)



Legible labels for quality lager

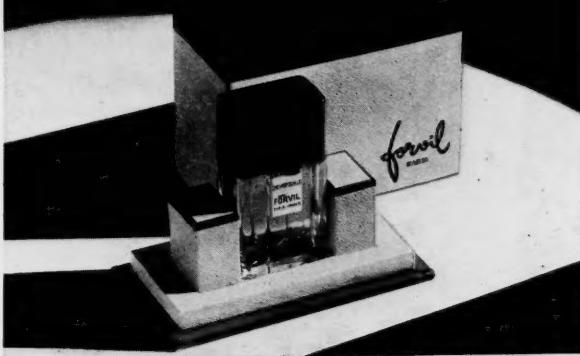
GOOD FOOD AND GOOD BEVERAGES make their appeal through our senses. Popularity of a particularly pleasing beer, for instance, comes about through taste and sight. Attractive packaging enhances inherent quality; indifferent packaging detracts from it. Cases, caps and labels, even the cheapest in quality or design cost money. The difference between these and the best may be called a saving but most likely that item spells the difference waste and appeal.

When the Lieber Brewing Corporation approached the matter of labels it was found that most of them were too wide to be read with ease, placed as they are on a convex plane (on a round bottle). The eye, which likes to catch things up and down anyhow, instead of sideways, could not follow the inscription around the curve. For that reason the company chose the present label which on a background of black and gold has a red center field giving in white letters the three essentials: On top, the trade name "Lieber Lager," below it, name and address of the brewery and at the bottom, the "LL" trade mark flanked by sprigs of hops. Note how this slight touch, in a fourth color, holds the eye and centers attraction on the three main features. The effectiveness of the label assembly is also evident in its reproduction on the wooden delivery case shown in the accompanying illustration. The neck and body labels used on the bottles were designed and produced by the Michigan Lithographing Company.

The name "Lieber" has been identified with the art of brewing in Indiana for two-thirds of a century and has become a household word. Peter Lieber soon after his return from the Civil War engaged in the business. Out of small beginnings, the City Brewery, P. Lieber & Company, grew to large proportions and was consolidated with two other local companies into the Indianapolis Brewing Company in the late eighties, and of course, was closed with the advent of prohibition.

With the return of sanity—in this particular application known musically as "Happy days are here again"—the demand for Lieber's was heard in these parts in a rising chorus. As a consequence a brewery was built, modern in every respect from electrification to conditioned air and water, an establishment which is clean, fresh and sanitary in every respect and can be and is so kept. It goes without saying that in keeping with the high standard of operation nothing but the finest materials are used.

Soon the question came up, what trade name to use? As indicated, the answer came from the people themselves when they asked "When will Lieber Lager come out?" and so naturally it was "Lieber Lager." A more perfect alliteration could not possibly have been found nor made up. It goes "trippingly over the tongue" as Hamlet used to say. From the first it found popular acclaim. "A man's beer which women prefer," for it is non-fattening—an item in days of returning curves.



DECEMBER PACKAGING *Pageant*



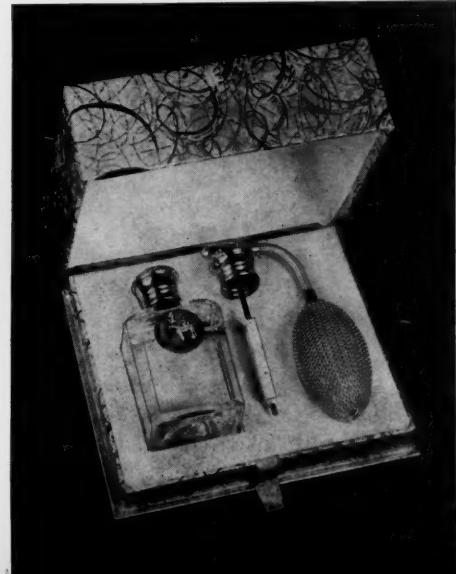
Parfums Forvil makes a perfume for each sign of the Zodiac and includes in each package a sophisticated horoscope. Screw cap and top are of Catalin; the box designed and made by Perfumers & Jewelers Box Company

W. T. Hanson Company celebrates the 50th anniversary of its Magic Corn Salve by using gold foil cartons and a display to match. The former made by Reynolds Metals Company, the display by Fort Orange Paper Company



Pro-phy-lac-tic Brush Company offers an accessory kit for women—a zipper case in genuine leather, brown or navy blue. Toilet articles are cast phenolic backed in various gay shades

The Yardley Guest Box contains everything that the guest can want to find in her bathroom, all packaged in a dark brown suede covered box. Also new is Yardley's English Lavender in a square bottle with an atomizer attachment





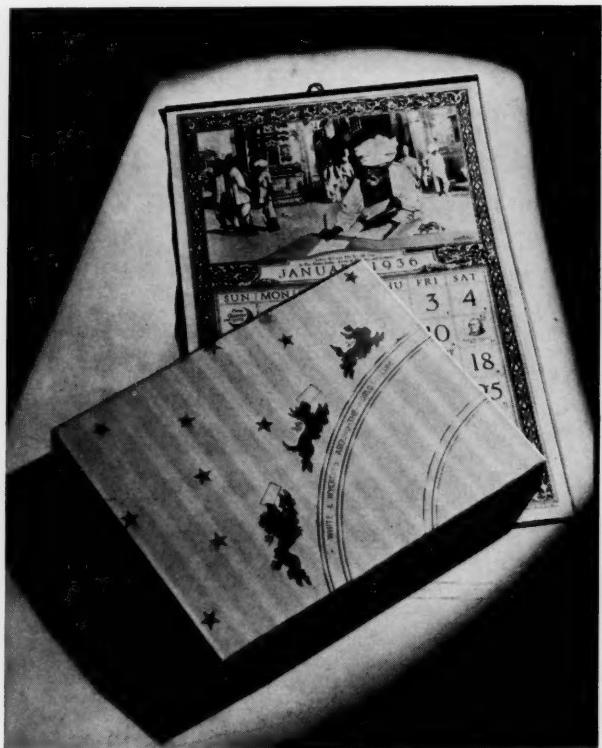
The center unit of a new display for the Hamilton Watch Company features merchandise and encourages distribution of "timely" booklet. Created and produced by Einson-Freeman Company, Inc.

The new Planters Peanut shipping box tells an effective sales story for its contents. It is designed and produced by The Hinde & Dauch Paper Company

The White & Wyckoff 1936 calendar box, besides its supply of "Around the World Vellum," contains the annual calendar which features this year "Letter Writers the World Over"—in pictures and stories. The border design of the latter and the calendar figures are the work of Walter Dorwin Teague

Commercial Solvents Corporation obtains excellent display for its product Ajax Plus in a new metal container designed by Maxon, Inc. and made by American Can Company. Side panels are used to carry a "proportion" chart and a list of advantages claimed for the product. Color scheme is aluminum, black and red

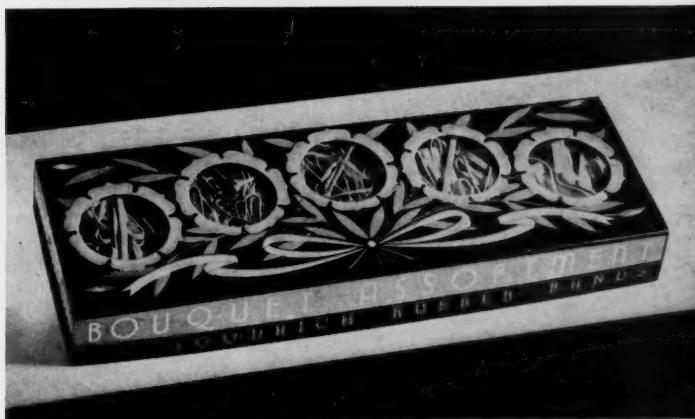
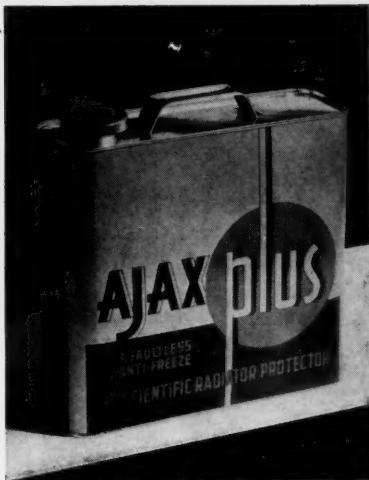
DECEMBER PACKAGING *Pageant*

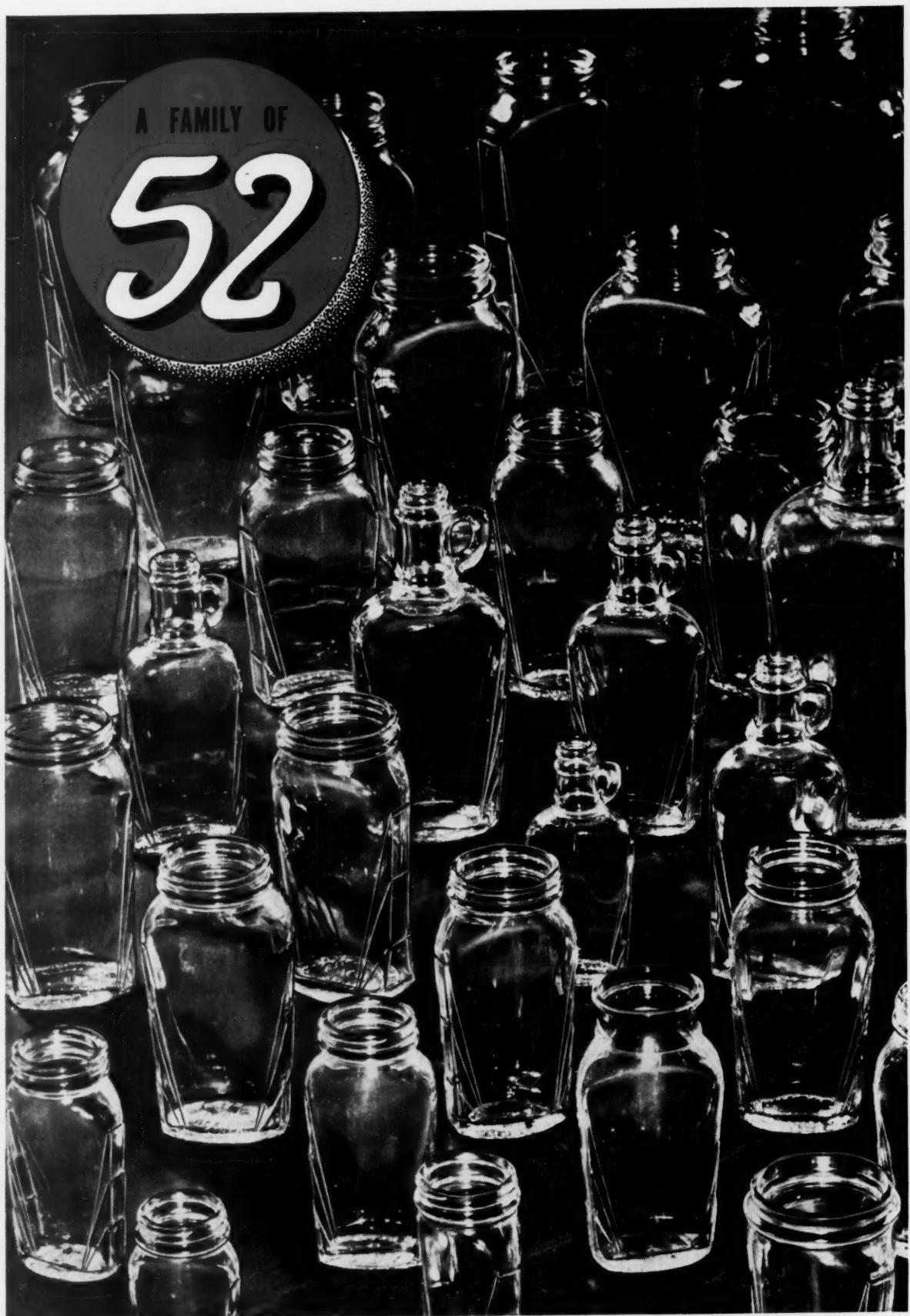


The B. F. Goodrich Company is offering a special gift package of rubber bands for the holiday trade. Five circular transparent cellulose windows permit the colored bands to exert their sales appeal when displayed by dealers

For easy, clean filling of fountain pens, the Sanford Manufacturing Company supplies a filling stand with each bottle of its blue black ink. This filler permits one to see that his pen is actually getting its supply of ink. The large bottle of ink is sealed with a double shell cap manufactured by the Phoenix Metal Cap Company

Samoline, manufactured by the Samoline Corporation, Cincinnati, now beckons to the customer through the clear glass walls of containers designed by the Owens-Illinois Glass Company. The whiteness of the produce suggests cleanliness, and contrasts favorably with the yellow and red of the label. The caps, supplied by Closure Service Company, are lithographed to give suitable harmony to the package





THE

Modernistic

... A COMPLETE
LINE OF IDEAL CONTAINERS

● Here is the greatest line of food containers ever presented to the food packing industry. 52—all of the same family—all "Modernistic"—a popular container design created by Owens-Illinois.

With this great array of smart containers from which to choose it is easy to make just the right selection for every one of your products. When you pack in the "Modernistic", your products have a distinct individuality—yet all have the merchandising advantage of "family resemblance".

In this design beauty is combined with many practical advantages. These containers offer broad areas for effective labeling and exceptional display of the contents. The "Modernistic" gives the effect of generous size. Broad bases assure stability in your filling line and on customers' shelves. Accurate finishes contribute to trouble-free capping operations.

Experienced personnel in any one of our branch offices, which are located in all principal cities, will gladly place the entire line before you and assist, if desired, in planning complete packages—containers, closures and cases.

OWENS-ILLINOIS GLASS COMPANY, TOLEDO, O.

OWENS- ILLINOIS



DECEMBER
PACKAGING
Pageant



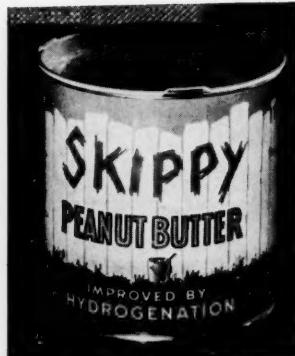
H. Ten Bruin & Sons, recently introduced an "ash receiver" jar for its product. After contents of the jar have been used, one punches through the metal disc in the center of the cap, thereby making a deep, practical ash tray. This new closure is manufactured by the Phoenix Metal Cap Company

The Hi-Hat package was developed for the Cal-Ray Bakeries by Noel Petter and manufactured by the Standard Paper Box Corporation

Redesigned by William J. O'Neil for the King Candy Company. A telescope box covered in red-orange coated stock; the projected base is covered in gold foil, with a superimposed black band printed with red lettering. The small square pad in the center of the cover employs black coated stock and is imprinted in red and gold

Eagle Easy-Made Fudge involves a new idea, being one of the first of its kind on the market. The package was designed by E. B. Greenhaw of the art department of Merrill Kremer, Incorporated

Calibrated collapsible tubes as used by Battle Creek Food Company for its Savita—a meat-like yeast and vegetable extract in paste form. The tubes are made by New England Collapsible Tube Company





Skippy peanut butter as packed by Rose Field Packing Company Ltd. in a characteristically labeled tin. Container made by American Can Company

The new label—designed by Reginald B. Meller—for Malvitose brought sales through grocery stores for that product, which formerly was confined, in distribution, to health food and drug stores

Rivas & Company, Inc. is marketing Reevatone Egg Nog in four sizes, three of which are shown in accompanying illustration. Bottles are by Brockway Glass Company; labels by Consolidated Lithographing Corporation

Hungarian Strudel has gone American. Ever-Ready Strudel Leaves put out by Continental Food Specialties, Inc. are now packaged in attractive window cartons designed and produced by Gair Cartons, Inc.

A re-styling of the American Stores package without sacrificing the established appearance of the cartons has been recently adopted. The polka-dot design has been used in a band, leaving the major portion of the face for simplified text with improved display. Different color combinations are used for the various products. Re-design by Gair Cartons, Inc.

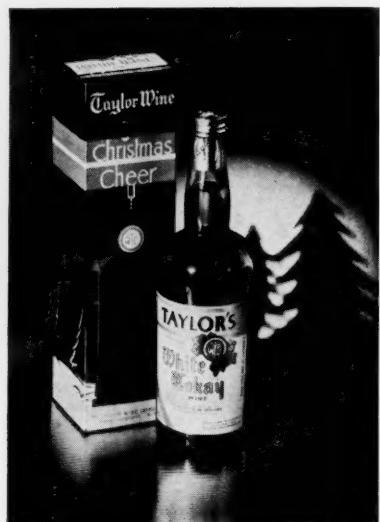


Christmas cheer in wicker baskets and of various assortments is among the offerings of La Salle Wines and Champagnes, Inc. Photo by courtesy of Owens-Illinois Glass Co.

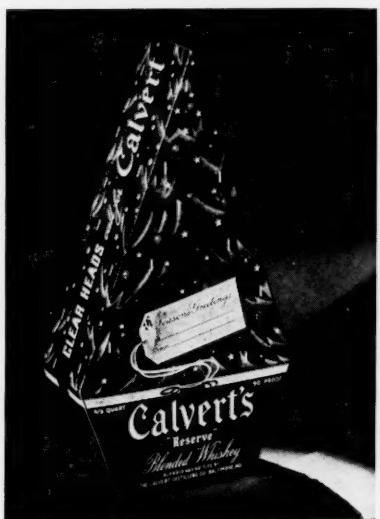


The Taylor Wine Company converts its regular wine packages into an attractive gift line for Christmas. Each bottle is enclosed in a holiday-decorated carton, die-cut to reveal the label and permit a glimpse of the product

Made in the form of a Christmas tree, printed in three colors and lacquered, this Christmas carton for Calvert's "Reserve" and "Special" whiskeys promises to be seen beneath many a Christmas tree. The design is by Homman, Tarcher & Sheldon, Inc., and the carton made by the Container Corporation of America



The two holiday liquor packages for Hiram Walker are printed in four colors, and lacquered, being manufactured by Container Corporation of America. One of the practical features of cartons for liquor is that stock need not be tied up in displays, since empty or dummy cartons can be used



Niches of curved gold reflect the rich color of the bottles, the deep blue metallic "sky" behind the famous old trade-mark and the glint of gold behind the cutout name, form a fitting background of the display for Hunter-Baltimore Rye. Designed and made by Einson-Freeman Company, Inc.



DECEMBER PACKAGING *Pageant*

Plants and personalities

Miss Lane Marohn, director of Gair Creative Design, spoke recently at New York University on the subject of "The New Package."

The new **England Paper Box Manufacturers Association** will hold its annual meeting at the Stratfield Hotel, Bridgeport, Conn., Jan. 28, 1936.

Acme Steel Company has established its New York office at 103 Park Ave.; telephone, Ashland 4-6470. The local Acme warehouses will be maintained at the old location, Bush Terminal, Brooklyn, N. Y.

C. M. Roper has been appointed sales manager of the Pharmaceutical and Proprietary Division of Owens-Illinois Glass Company. Mr. Roper entered the em-



C. M. ROPER

ploy of the Owens Bottle Machine Company in 1916 and subsequently became assistant sales manager of the Pharmaceutical and Proprietary Division.

Kay Displays, Inc. has expanded its sales promotion department through the addition of Samuel P. Eppy. Mr. Eppy was formerly active in the national advertisers field on promotional work.

Howard Ketcham has announced the organization of a design and research division for the purpose of conducting extensive international surveys to predetermine style and color preferences in commercial products. During the past eight years, Mr. Ketcham's work has consisted of formulating color trends for DuPont de Nemours, General Electric, United States Rubber, Lionel Toys, Pan American Airways and other concerns in fields ranging from fountain pens and toothbrushes to automobiles and airplanes.

Graphik Art has opened a new office at 56 W. 45th St., New York. Members of the staff were formerly associated with the design departments of Muirson Label Company and the Rockwood Chocolate Company. Telephone number is Murray Hill 6-1185.

The **Central Ohio Paper Company** is expanding its converting plant at Columbus, Ohio and is establishing a separate unit to be known as The Paper and Envelope Converting Division of The Central Ohio Paper Company. The new division will be in charge of R. C. Williams, vice-president of the company.

The **Fuchs & Lang Manufacturing Company** Division of General Printing Ink Corporation, has been appointed exclusive distributors of the overprint varnishes and surface waxes manufactured by Surface Products Company, Inc. A large stock of each of the above will be carried at all Fuchs & Lang branches.

Sidney Frohman, president of the Hinde & Dauch Paper Company, was recently re-elected president of the National Paper Board Association. Other officers re-elected were: W. J. Alford, vice president; Frederick Becker, executive manager; H. S. Adler, secretary and treasurer; D. A. Sealey, secretary, Eastern division.

The **Western Division of the National Paper Box Manufacturers Association** will hold its annual convention at the Drake Hotel, Chicago, Ill., Jan. 20, 21 and 22, 1936. The Executive Committee of the National Paper Box Manufacturers Association, and the Cost Committee will meet in Chicago at the time of the Western Division Convention.

Robert L. Richardson, representative in New York, northern Pennsylvania, Connecticut and Canada for Hughes and Hoffman, died on Friday, Nov. 15. Mr. Richardson was formerly associated with Nashua Gummed and Coated Paper Company and more recently with Louis DeJonge & Company.

National Can Company, Inc., announces the election of Robert S. Solinsky as assistant vice-president at a recent meeting of the board of directors. Mr. Solinsky has been identified with the can industry for more than twenty-seven years, having started with the American Can Company, and later joining the Continental Can Company, with which organization he has been affiliated for nearly twenty-five years. For a considerable period of time, Mr. Solinsky has been manager of central sales for Continental's general line in the entire middle west territory.

The packaging industries of Southern California will hold their annual Christmas jinks and golf tournament on Dec. 19 at the Los Serranos Country Club at Cheno, Calif. This group includes paper box makers, glass container manufacturers, label manufacturers, photo engravers, ink manufacturers and package machinery representatives.

Burt Machine Company has moved its Chicago office to larger quarters at 5237 W. Lake St.; telephone, Austin 0409. Howard A. Rogers has been representing the Burt company in the Middle West with headquarters at Chicago since 1924. Since that time several new machines have been developed and in addition to the regular line of Burt labelers and casers the company now has a complete line of gumming machines, known as the Peerless gummer, which is being used in all phases of the food industry as well as many other industries. This division of the business in the Middle West is handled by Franklin G. Rogers, who comes to the Burt Machine Company with twenty years of sales engineering experience.

Plans for the first **Retail Packaging Clinic**, to be held in conjunction with the Silver Anniversary Convention of the National Retail Dry Goods Association at the Hotel Pennsylvania, New York, Jan. 20 to 24, are under way. A committee, headed by Irwin D. Wolf, secretary-treasurer, Kaufmann Department Stores, Inc., Pittsburgh, expects store-developed packaging exhibits to be entered by stores of every type and size, from every section of the country. The committee of judges has not yet been announced.

Harry Edwin Roden will be tendered a testimonial dinner at the Hotel Pennsylvania, New York, on Feb. 4, by prominent members of the paper package manufacturing industry. This occasion signalizes his twentieth anniversary in that industry. The committee in charge is headed by William E. Madden, Charles W. Williams & Co. Inc. Other members are: David Friedman, Rapid Paper Box Co. Inc.; Robert Minkow, Robert Minkow Machine Co.; Anthony V. Jockel, Gebereux, Dufft & Kinder, Inc. and Adolph Dorfman of A. Dorfman Company, Inc.



New style foil covered boxes were featured in the display shown by Somerville Paper Boxes Ltd. at the first Canadian Packaging Show, held at the Royal York Hotel, Toronto, Oct. 28 to 31 under the auspices of the Advertising and Sales Club of Toronto. The Somerville exhibit received honorable mention

Plastic Fabricators, specializing in special order and development fabrications of cast resins in the package, architectural, display, sign and lighting fixture fields, has opened offices and plant at 146 W. 26 St., New York. Albert Q. Maisel, formerly associate editor of MODERN PACKAGING, is associated, as president, with Maxwell Feller in this enterprise.

C. Frederick Raichlen, one of the best known men in the papeterie industry, died at his home in Kalamazoo, Mich. on Tuesday, Nov. 19, of pneumonia. Mr. Raichlen was formerly affiliated with the paper box industry, and later joined the late Charles E. Weyand Company of New York as general manager, afterward becoming the president of that organization. About five years ago Mr. Raichlen was engaged by the Kalamazoo Stationery Company, as manager of their papeterie department, and his progressive work, creative ideas, and thorough knowledge of his business helped considerably in placing his department in the high position it now occupies. He was highly esteemed in the trade and by his co-workers. Mr. Raichlen is survived by a wife and two daughters.

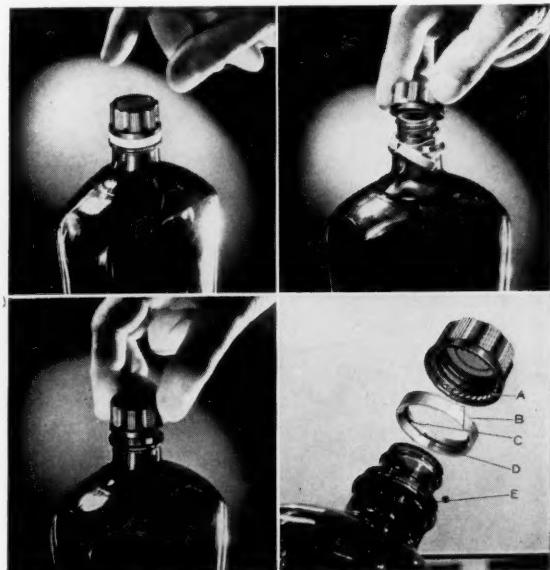
The first **Canadian Packaging Show** was held at the Royal York Hotel, Toronto, Oct. 28 to 31 inclusive, under the auspices of the Annual Exhibition of the Advertising and Sales Club of Toronto, Inc. Thirty-five units of space were sold to exhibitors supplying various materials which go into packages, and to those representing the creative and mechanical divisions of the industry. Exhibits were judged on the basis of the effectiveness with which the exhibitor told the story of his service. Awards were as follows: Blue ribbon certificate to Canadian Industries Ltd., Cellophane Division; honorable mention to Paper Box Manufacturers Ltd., Stanley Manufacturing Company Ltd. and Somerville Paper Box Company Ltd.

During the show a series of forums and clinics were held under the successive leadership of the following: Fred Rost, marketing editor of *Business Week*, on sales management and the effect upon sales of changing social and economic conditions; J. R. Ozanne, president, Merchandise Mart, on present day problems of retail selling; George Welp, International Printing Ink Corporation, on the importance of color and its proper use to obtain maximum re- (Continued on page 78)

Equipment and Materials

Tamper-Proof Method of Sealing Wines and Liquors

The extent of the bootlegger's activities as well as those of his buddies, the imitator and the substitutor, has increased alarmingly since the early days of Repeal. Everyone admits it. Government revenue figures in-



How the Anchor tamper-proof cap works is shown in the lower right illustration. A. Ratchet teeth that engage with the locking ring. B. The flange that prevents access to the locking ring. C. Upturned ends of the locking ring. D. Lug that rides over the glass lug, expanding and breaking the band. E. Glass lug

dicate it. Individual distillers have found it prevalent. The regulations of the past prohibiting the re-use of bottles are an admission of it. How to combat substitution and bootlegging is a live problem with those concerns proud of their brands and of their name. Any distiller, rectifier, or even vintner who has an eye on his future, whose product is one of quality, is alive to the dangers of tampering.

Shown in the accompanying illustration is a new tamper-proof device—three years in development, tested and tried in actual use—now offered the wine and liquor industry by Anchor Cap & Closure Corporation, Long Island City, N. Y. It is a two-part molded cap; the top portion consists of a complete cap to seal the bottle, below it and combined with it a bright colored band to provide the tamper-proof protection.

This colorful band, available in a wide range of colors, proves at a glance whether there has been tampering going on. If the band is there intact, the bottle has never been opened. For the minute anyone, consumer or tamperer, starts to unscrew the cap, the band shatters into pieces.

The way in which it operates is quite simple. In screwing the cap on, sturdy ratchet teeth in the bottom of the cap engage the upturned ends of the locking ring or band. On removal, these teeth force the locking ring and the band to turn with the cap. This compels the band to ride up and over lugs on the glass finish, which naturally cause it to expand and immediately shatter. After the band has been broken and removed the cap remains a perfect and convenient re-seal for the bottle.

Once a consumer has seen this device and tried it, he is bound to be impressed. He'll realize at once its functions and its value and refuse to accept a bottle where the band is missing. Dealers only have to point to a tamper-proof cap like this to assure any "Doubting Thomas" of the genuineness of the liquor.

Many other advantages are claimed for this new device, among which are (a) its handsome appearance, (b) its positive and sure principle of operation, (c) the practical impossibility for it to be duplicated or imitated, (d) ease of application, (e) ease of removal without the slightest danger of injuring or cutting the fingers, (f) the perfect re-seal provided by the top portion of the cap, (g) its low cost compared with non-refillable and other complicated devices.

New Electro-Magnetic Fastener

The problem of stapling light materials rapidly and continuously without fatigue to the operator has been solved by the recent introduction of an electro-magnetic stapling machine. This new electro-magnetic stapler announced by Bostitch Sales Company, East Greenwich, R. I., is controlled by means of a switch button which is pressed with the foot (or with the hand, if desired). Each time the switch is pressed the machine drives home a staple with a single, firm blow. It does not operate again until the switch is released and pressed again. With this machine both hands are free to handle the work and the energy required for stapling is reduced to a minimum. It will operate practically as fast as a stitcher and there is virtually no fatigue possible from the stapling operation. Thus the operator's efficiency is maintained throughout the day.

An important factor in the success of this electro-magnetic stapler is the use (*Continued on page 62*)

Editorial opinion

British Packaging

In this issue we are privileged to show, through the courtesy of *Packaging Review*, reproductions of the award winners in the First Annual British Packaging Contest, organized by that publication. A set of these packages is being sent to us for display purposes and may be seen, as soon as they arrive, in the Permanent Package Exhibit.

We are not advised as to the number of packages entered in the contest, but sufficient there were to encourage its establishment as an annual affair, and it may be expected—if we may draw a comparison from our experience with the All-America competitions—that the interest will become consistently greater in future contests which may be so sponsored.

The sponsors have indicated that, owing to lack of support, certain groups had to be omitted, and that deficiency prevented a complete picture of British packaging. But, even so, to judge from the examples offered, we find much of commendation among the winning packages. One thing is certain in all of the designs shown—the purchaser of the package is or can be in no doubt as to the product he or she is buying, and, in most cases, the trade name or designation is simply and effectively stated. While this treatment has been established as almost one of the first fundamental rules in package design, it is surprising to see how many deviations there are from it. Altogether too many packages which are produced in this country attempt to "break over," leaving too much to the purchaser's imagination. Perhaps some British packages may be open to that criticism too, but certainly not those selected by the judges of the competition, for all can be definitely pegged as "understandable" packages.

As to construction and materials—two packaging adjuncts in which we in this country have made definite progress—we must defer judgment until we have had an opportunity to see the actual packages. Similarly, also, must our comments on color be withheld. But from present observances our opinion is "well done, Great Britain." And our compliments to our English contemporary in undertaking the establishment of a helpful service to its industry.

Don't Handicap the Package Designer

A prominent package designer asks us: "Because I've run into this kind of a situation more than once, I'm writing to inquire if other package designers have to contend with similar resistance from package material suppliers from whom they seek cooperation.

"I have a commission to redesign a line of packages for a food concern. Wishing to obtain certain containers on which the designs could be worked up, I made a request of one of the leading suppliers in this line, and was advised that *before* supplying me with the empty blanks they must know the name of the concern, the kind of product it was, had they the order, what branch was to manufacture the container. All I wanted and asked for was a few empty containers—releasing any information at this preparatory stage is not necessary.

"Several days after my request one of their sales department phoned to say that he had wired their Chicago office who had no record of an order from my client, and under the circumstances I could not expect them to supply me with the empties for which I had asked.

"Isn't this a pretty short-sighted policy on their part? After all, a package designer creates new business (and I can point to innumerable records of *increased* orders) for the supplier of package material, and such a small matter as making up a blank sample which he uses for preparing his dummy design is not asking too much from the supplier. Or is it?

"I had always been under the impression that the package supplier is quite anxious to befriend the package designer and at all times most willing to cooperate. But here is a current instance where one of them—and a large one at that—refuses to do so just because they have no record on hand which says that they have the order. Of course he doesn't know that there is no order, as no quotation has been given because there is nothing tangible on which to base the quotation. The package is in the embryo—which fact was told when my request was made."

It would seem that in the instance quoted there is every evidence of short-sightedness on the part of the supplier. The granting of such a favor certainly entailed no expense; to have complied would have placed the designer in a position where he could return the favor many fold. Of course it may be that the company in question has a definite policy in such matters. Or perhaps an over-zealous salesman saw in the inquiry an opportunity to "spike" an order and therefore took things in his own hands. Even so, it seems to us that the practice is one which has little, if anything, to commend it. The independent package designer is not a manufacturer, but his work is such as to create business in which eventually the package supplier can participate. It would seem, therefore, that any means whereby his efforts in that direction are handicapped should be discouraged.

And the Annual S.O.S.

Together with the wail of the Post Office Department, the stores, the express people and all the rest, to "do your Christmas shopping early," we add our yearly request concerning entries in the All-America. You fellows who see all of the packages *after* they are unscrambled and arranged for display have no idea of the work involved in getting them that way. Classifying and sorting—well, last year we had over six thousand to take care of, and this year we expect many more—is a tremendous job.

Right now much of the preliminary work can be done. Won't you help us by sending in those entries of yours *today*? If you wait until after January 4, it will be just too bad. P.S. We had to have a second edition of the entry blanks printed, but there are some left if you need them.

L.E.G. Charlton



IT'S A SUN TUBE!

IT'S A SHERWIN-WILLIAMS FINISH

And a Sherwin-Williams Finish (in this case OPEX CLEAR TUBE LACQUER) means the fine lithography is protected from abrasion, soap, alkali and other reactions in the user's bathroom. The clear, high gloss of this finish developed in the Sherwin-Williams laboratories also means an added note of beauty to the package. And it means finally, that the manufacturer using Sherwin-Williams Tin Decorating Finishes has all the wealth of Sherwin-Williams research and engineering experience at his disposal to facilitate his production and lower his unit costs. The Sherwin-Williams Co., Cleveland, Ohio and all principal cities.

SHERWIN-WILLIAMS FINISHES

SEE THE SHERWIN-WILLIAMS FINISHING ENGINEER



Equipment and Materials

(Continued from page 59) of a jam proof and clog-proof stapling machine of the desk fastener type, which loads quickly and accurately from the front end, so that the fastening machine does not have to be removed from the electro-magnetic unit for loading.

This electro-magnetic stapler is proving popular in places where foot operation and manual control of the work are required, together with speed and precision.



It is admirably adapted to the lighter work for which a stitcher would ordinarily be employed but where the volume is not sufficient to justify the installation of the larger machine. This machine is intended primarily for factory or production work, and while the sound of the continuous firm stroke of the electro-magnetic driver might keep it out of the stenographic department or the office, it is an excellent addition to the mechanical department of any industry that can make useful applications of stapling of this kind.

Two New Factory-Fill Ice Cream Cartons

Two decidedly different factory-fill ice cream cartons were shown by Container Corporation of America to ice cream manufacturers at their convention in St. Louis, Oct. 14, 15 and 16. These two cartons, with the registered trade names of Kay-Dee-Pac and Kay-Dee-Kup, are said to have excited considerable interest from those witnessing samples at the Hotel Coronado and at the display in the Hotel Mark Twain.

The Kay-Dee-Pac carton is a pail-shaped package that is shipped flat and can be set up like a linerless brick carton. It is of solid sulphite stock with a fine glossy finish that has not been available in pails up to this time. An added feature is the ease of opening the package by the consumer after it has been filled. Because of the patented design of construction, the package may be opened like a linerless brick carton, allowing the customer to either slice or spoon the ice cream. Because of the unusual design, material savings are said to be effected in the manufacturing, permitting an economical price. After a thorough test of a year and a half, and the use of approximately two and one-half million packages by large, medium and small-sized manufacturers of ice cream, it is predicted that this package will become the pail of the future.

The Kay-Dee-Kup carton is a small cup that is also shipped flat and can be set up at the customer's convenience. This is usually done during quiet periods in production during the day. These cartons are easily assembled and nested. They may be had in either the 3, 4, 5 or 6-oz. capacity. There is a separate top that may be automatically capped. A wooden spoon may then be snapped into place and there is a complete package, spoon and all. This package also is treated with the glossy finish that brings out and intensifies the colors, giving eye appeal not obtained before the adoption of this new finish. Savings in manufacturing are also passed on to the customer.

Both the Kay-Dee-Pac and the Kay-Dee-Kup take up a minimum of storage space which is vital to most manufacturers during the busy seasons. They are economical to use and to set up and they offer many features heretofore lacking in ice cream packages.

Temperature Controls for Packaging Machines

A distinct contribution to the science of packaging has been announced by the Edison Laboratories in its adaptation of the Edison Sealed Temperature Control for use on packaging machines employing waxed paper, transparent cellulose or other wrappers. This new device consists of the Edison Type D8 Control, manufactured by the Edison Electrical Controls Division of Thomas A. Edison, Inc., mounted in a metal tube designed either to be strapped onto platens of the packaging machines or inserted in a recess in the platen.

The D8 Control is said to be well suited for this application as it is not affected by vibration or continuous or repeated operation. Being completely sealed in glass, there is no opportunity for the contacts to be fouled with dust or oil and no servicing is required. The control is calibrated for the correct operating temperature by the manufacturer, and subsequently cannot be altered either intentionally or unintentionally. The small size, $\frac{5}{8}$ in. in diameter by $3\frac{1}{2}$ in. long, permits ease in installing it near the point where the temperature is to be controlled. Where several wrappers requiring different heats may be used on one machine, a control may be installed for each temperature required and the operator can switch to whatever temperature is needed for the operation.

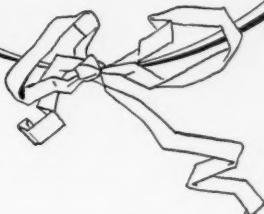
With this control, most of the time wasting trouble incurred with manually controlled heat is eliminated. The necessary temperature to insure a securely sealed wrapper is available at all times. It is not necessary for the operator to waste several minutes and spoil a quantity of the product in adjusting an external resistor before putting the package through the machine. If the machine is stopped for a few minutes, the platen does not overheat and cause the wrapper to become discolored or stick to the platen. A heating element of sufficiently high wattage may be used so that a sudden cold draft will not cause a drop in temperature which would result in bad sealing. Human judgment and guess work are entirely replaced by automatic heat sensitivity, which will always maintain the temperature best suited for the particular wrapper being used.

Among the users of the temperature controls are the Container Equipment Corporation, Celluloid Corporation, F. J. Stokes Machine Company, Transparent Wrap



Another nationally known product..

PEPSODENT adopts Stokes & Smith Filling Equipment

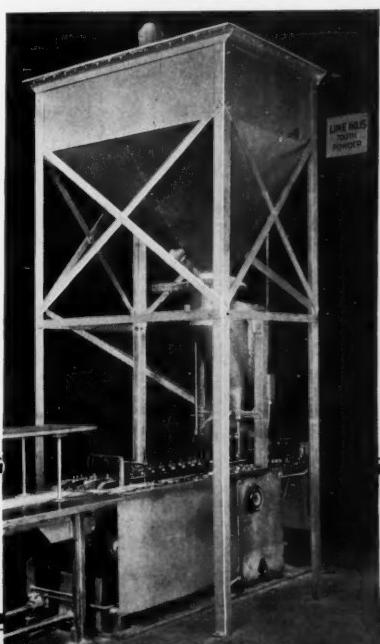


When Pepsodent Manufacturing Co. decided to package tooth powder in addition to Pepsodent Tooth Paste, they investigated various types of filling machinery and—adopted Stokes & Smith Equipment.

The Powder Filling Lines in the Pepsodent Plant each employ an S & S Automatic Filler. Each machine has accurate, auger filling stations with conveyors. All are readily able to fill any of the three different sized packages at speeds as high as seventy packages per minute.

Why not investigate Stokes & Smith Equipment for your product? There is a wide choice, running from the simplest semi-automatic machinery for limited production to complete, high speed, fully automatic lines for mass production. Write for literature.

One of the Pepsodent Powder Filling Lines showing S & S Duplex Automatic Filler with supply hopper.



STOKES & SMITH CO
PACKAGING MACHINERY

Frankford, Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1

FILLING MACHINES—CARTON FILLING AND SEALING MACHINES
—BAG AND ENVELOPE FILLERS AND SEALERS—TIGHT-WRAPPING
MACHINES—COMPLETE PACKAGING LINES

Machine Company, F. N. Burt Company, Consolidated Packaging Machinery Corporation, Libbey-Owens Ford Company, Gruenberg Electric Company and Drake's Bakery of New York.

These controls are fixed temperature devices and have been used only on machines running single types of papers, packages, etc. They are not suitable for use on multiple purpose machines because of the change in temperature necessary. In addition to the fixed temperature control mentioned, there has been developed a line of variable temperature controls having the same characteristics as the sealed units. However, these controls are just now being made available and are not yet being used by the industry.

Canadian Duties on Machinery Lower Under New Trade Agreement

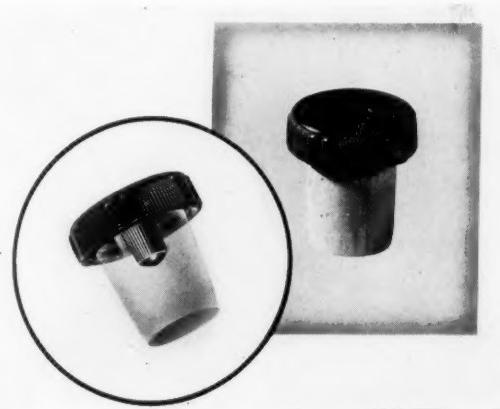
Duty rates on virtually all items of industrial machinery and farm equipment imported into Canada from the United States have been reduced under the trade agreement just concluded between the two countries, according to the Department of Commerce. Normally, it is pointed out, more than half of the Canadian imports of industrial machinery from the United States are entered under Paragraph 427 in which the duty has been lowered from 35 per cent to 25 per cent, with the further stipulation that machinery under this category, if of a kind not made in Canada, will be dutiable at 20 per cent.

This Canadian paragraph applies to a great many of the principal classes of machinery in which the United States is interested, such as air compressors, cement making machines, ice and refrigerating machines, coal-handling machines, concrete mixers, cranes and derricks, metal-working machinery, paper and pulp-mill machinery, power pumps, power shovels, water meters and water turbines.

Still greater reductions have been granted by Canada on equipment of certain industries which the Canadian

authorities desire to foster. These special items have in some cases been put on the free list and in others accorded rates running from 5 to 15 per cent as compared with the 35 per cent which applies at present.

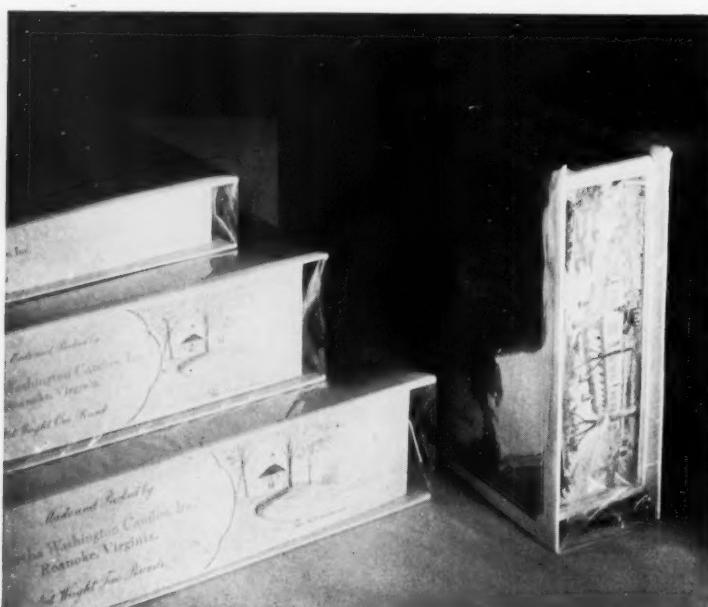
It is believed that the new rates of duty, which become effective on Jan. 1, 1936, should result in an appreciable improvement in United States machinery trade with the Dominion.



The Mundet Cork Corporation announces that its solid molded flange closures have a new exclusive construction principle which eliminates possibility of the molded flange breaking off from the cork. The circle illustration above shows how the molded center pin is anchored in the cork. The Mundet company states that this improvement insures a perfect closure for efficient re-sealing. It is available in stock sizes for standard G.C.A. openings and finishes. In black or in colors

A Shipping Room Convenience

A new all-steel reel stand which is said to save its cost in a short time by eliminating the waste of strapping and loss of time which is always experienced in handling strapping without (*Continued on page 80*)



Extension edge candy boxes can now be neatly wrapped on the Miller wrapping machine by means of a simple inexpensive attachment. After the first end folds have been made by the machine in the usual manner the final end folds, or those extending downward from the top of the box at each end, are lapped underneath the box about one quarter of an inch and sealed in place. The result is a neat, tightly stretched surface across the extension edges of the box at not only the sides but also the ends. The packages shown in the accompanying illustration have been wrapped by this equipment in the manner described. Miller Wrapping & Sealing Machine Company is the manufacturer



RIEGEL PAPERS

The Riegel Mills offer the most complete line of packaging papers available today. This broad field of practical experience enables us to offer you a paper accurately fitted to its job—a procedure that usually results in a more practical package without additional cost or in a lower production cost for the same package. Write us your problem or request a copy of our recent portfolio "Case Histories of Packaging."

**RIEGEL PAPER
CORPORATION**

342 Madison Ave.
New York

**130 Riegel Papers Simplify the
Selection of Exactly The Right Sheet
To Meet Your Individual Packaging
Requirements**

FOR YOUR INFORMATION FILE

A NEW corrugated display material, known as Flexton Jr., has been announced by The Hinde & Dauch Paper Co., Sandusky, Ohio. Flexton, Jr. is a flexible, translucent, colored corrugated material which has literally hundreds of uses. The small rolls, 30 in. wide by 20 ft. long, are offered as a means of reducing waste for the small user.

For show cases, counters, interior decorations and window displays, it opens up a broad road to the display man with just average imagination. A swatch book entitled "Flexton Jr. a new Display Material" can be secured by sending a post card to Hinde & Dauch.

A UNIQUE, illustrated booklet of interest to label buyers has just been published by the thirty-year-old Kalamazoo Label Company to mark its removal recently into a new and larger manufacturing plant at Kalamazoo, Mich. Pictures taken throughout the plant show new, automatic equipment and the operations necessary for straight line, large scale production of labels—latest presses of various kinds, die cutters, bronzing and varnishing machines.

The company produces all types of labels used in every industry throughout the United States, including gummed and ungummed, die cut and multi-colored varieties. And the present plant capacity is well over 1,000,000 labels per day.

A COMPREHENSIVE catalogue covering one hundred and fourteen grades of paper mounted aluminum foils has just been issued by the American Foil Corporation, 339 Hudson St., New York. These metal papers, sold under the name of American Brand Foils, are available plain or embossed in gold, silver and colors. Among the plain foils are dull, bright, high-polish and lacquered finishes; among the embossed ones are hammered finishes and many other patterns carefully blended with the most suitable grades to insure maximum light-reflection.

The sample book is arranged in three parts and shows five individual swatches alongside of which are listed grade numbers, colors and other data corresponding with a separate well planned price list. It gives all necessary information that will help manufacturers and box makers in the selection of their requirements.

THE EVER READY LABEL CORPORATION of New York has issued a 48-page catalog, "Ever Ready Labels Go Places and Do Things." It is produced in rotogravure by one of America's leading rotogravure printers and is the largest graphic arts edition ever printed by one printer for another—500,000 copies.

It is not only a catalog of labels but a reference book containing more than 500 potent ideas for all departments of any business. It illustrates hundreds of label

and sticker designs for all purposes and includes a wealth of other information.

The rotogravure process was selected because its low cost on a long run made it possible to distribute books freely without waiting for requests. It was found to be cheaper to mail books to well chosen lists and take a chance of reaching live prospects without a preliminary mailing to secure inquiries.

Two years were spent in the preparation and completion of the book. In the course of this work a complete label library of all types of labels pertaining to every known business was compiled. This is the only library of its kind in existence.

The Ever Ready Label Corporation has been in business since 1916 and since that time probably has done more to popularize labels than any other organization in the country. Many business heads who have never found it expedient to use labels before have been taught the usefulness of labels, not only as a means of identification and delivery efficiency, but also as a valuable advertising medium.

Some of the largest business houses and organizations in the country are using these labels from the largest sizes to the very smallest stamp stickers. Many unusual uses for these labels and stickers are shown in the book, such as railway tape and postage meter tape.

A DECIDEDLY novel sample book has been issued by the Wyomissing Flint Glazed Paper Company, Reading, Pa. Not only is the presentation novel in format but the printed samples included are practical demonstrations of what can be accomplished by a good printer with a type of paper that is commonly considered difficult to print.

Worth special mention is the handling of gold on a black flint sheet of considerable hardness, smoothness, and brilliance. Another example of printing skill is demonstrated in the handling of a heavy pasted sheet. One side is black with gold printing that was done on a cylinder press, while the reverse is white printed with black and run on a platen press, presenting a difficult problem in ink-binding and offsetting.

Like many sample books in the paper field, Wyomissing's new Fast-to-Light sample book contains the customary step-down handling of 38 special colors that are most attractive. However, a novel effect in step-down handling is accomplished in another section of the book by means of die-cutting and the printing of a package. The book is bound with the new Wir-O binding to match the handsome black and gold cover.

NIНЕTEEN SAMPLES of Sylphrap are included in a swatch book recently issued by Sylvania Industrial Corporation, 122 East 42nd St., New York. These include No. 300 in light and dark blue, pink, orchid, violet, amber, tango, light and dark green, red, black, rancidity retarding old gold, linen and silk embossed and plain white; Nos. 450 and 600 plain white, Nos. 300 and 450 white moistureproof, both self-sealing.

CREDIT for the designs of the new Knapp-Monarch packages described and illustrated in the November, 1935, issue is acknowledged to Fred J. Byrauer of D. D. Knight, Inc., art studio of St. Louis.—Editor

Retired with HONOR

AFTER serving their owners from 15 to 20 years or longer, many of our wrapping machines are now being replaced by our more modern and improved models. Practically all of these old machines could still be used—are still capable of doing a good wrapping job. But on a dollars-and-cents business basis, they simply cannot compete with our new machines. And so they are being "retired with honor".

The fine service rendered by our old machines is a convincing recommendation for their more modern brothers . . . an assurance of unquestioned dependability, so important in the packaging end of your business.

Would it pay you to Modernize?

A comparison of our new machines with those you are now using might point the way to important benefits. Operating at high speed, they increase labor productivity, and economize on valuable floor space. They are extremely flexible (adjustable for a wide range of sizes) and can be designed to produce new and distinctive types of packages, employing practically any kind of wrapping materials.

With such machines you can turn out a thoroughly modern, attractive package that has strong competitive sales advantages. And the savings they effect usually pay for the investment in a very short time.

*Write for information regarding our modern
wrapping machines for your type of product.*

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

NEW YORK

CHICAGO

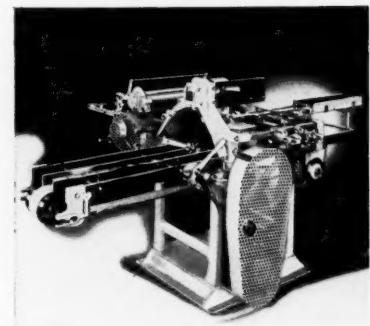
CLEVELAND

LOS ANGELES

MEXICO, D. F., Apartado 2303

Peterborough, England: Baker Perkins, Ltd.

Melbourne, Australia: Baker Perkins, Pty., Ltd.



**NEW, LOW-COST
ADJUSTABLE WRAPPING MACHINE**

Introduced recently, this small, fast machine is being widely used.

Model FA is adjustable for a wide range of sizes. It wraps packages in plain or printed transparent cellulose, waxed paper and glassine in roll form. If printed paper wrappers are used, the machine is equipped with a sheet-feed mechanism. When printed transparent material is used, the machine is equipped with an Electric-Eye registering device which locates the printing accurately on the package.

PACKAGE MACHINERY COMPANY
Over 200 Million Packages per day are wrapped on our Machines

String you can't tangle

FOR THE TENTH TIME I went through the drawer looking for a length of string. String there was aplenty—along with all the other impedimenta that gathers in a kitchen drawer—long pieces and short pieces, thick pieces and thin pieces, pieces with only a few knots in them and pieces which had curled themselves into full-fledged Gordian knots. In despair I put the unfinished package under my arm and walked out of the house to the nearest hardware store. "Give me a ball of string," I asked, mindful of the fact that I had used no more than a yard of two of the last ball before it had tied itself into a knot.

The proprietor adjusted his spectacles, leaned over the counter and whispered, "I've got just the thing for you—string you can't tangle!" Then, noticing my surprised look, he continued, "Lots of my customers have trouble with string. I guess everybody does. But, until last month, nobody ever did anything about it. But now, some thoughtful fellow has worked out a gadget that holds the string right in its package and feeds it out just as you want it. It's so darned simple I've been kicking myself ever since I've seen it for not having invented it myself."

"But doesn't that cost a lot more?" I asked. "Not at all," he answered. "See, all it consists of is a simple carton with this transparent gadget so as to let you see how much there is left. You hang it on the wall with this loop of cord, and there you are—it's all ready to use and you don't even have to open the package. Besides, it keeps the cord clean and prevents people from mussing up all the kitchen drawers looking for a piece of string that isn't there in the first place."

"That certainly looks like a dime's worth," I admitted. "How's it selling?" "Like hotcakes," he answered, "I sold more of these the first week than I used to sell of the old kind in a month. Already people are coming back to buy a second package. One man came in last week and bought a half dozen. Said now he could keep string around the house without being afraid of finding it looking like fish-net."

"That's swell, but how about profits? You used to make more on the old open bundles, didn't you?"



"Can't say as I did," the storekeeper answered, "the old bundles that size sold for a nickel. The percentage was the same, but the dime sale gives me just about twice the profit for the same time spent selling. But that isn't all. I'm still stuck with some of the bundles I got when I bought this store two years ago. People just wouldn't buy string when they could get it, no more tangled up, right off old packages. But now it's different. This gadget makes 'bought-string' better than 'saved-string.' That's why no one's turned it down yet. Yes sir, I sure have to hand it to the guy who thought that gadget up."

So that you may see for yourself, above is pictured the ingenious hexagonal folding carton, with its transparent cellulose window and attached hanging cord that form the self dispensing package for the Hoffman Lion Mills Company's Milo brand string. Colors are green and yellow with white and green lettering.

On the Packaging Conference Program

A preliminary program of the meetings to be held in conjunction with the Sixth Packaging Exposition at the Hotel Pennsylvania, New York, March 3 to 6, 1936, has been announced by Alvin E. Dodd, executive vice-president of American Management Association which is sponsoring the exposition and concurrent conferences. These are as follows:

Tuesday morning, March 3, "The Purposes of the Package," "Family Group of Packages" and "Noticeable Trends in Package Design." The afternoon session will be devoted to two round table meetings held concurrently, on "Protective Qualities of Materials, Lacquers, Wax, Varnishes, Foil, Cellulose Film, etc." and "Point

of Sale Advertising—Packaging Fallacies or Fetishes."

Wednesday morning, March 4, "Tackling a Redesign Job," "The Relation Between Advertising and the Package" and "Packaging Flexible Materials—Textiles, Rubber Products, etc." The afternoon session will be inaugurated with the Irwin D. Wolf Award luncheon, at which time presentation of the Wolf Trophy and Awards for Distinctive Merit in Packaging will be made. Following the luncheon there will be presented a general unit package clinic. The clinic will be conducted by a committee of seven individuals representing different divisions responsible for making and selling packages—designer, plate maker, paper and board manufacturer, printer, advertiser and merchandiser.

Thursday morning, March 5 (Packing and shipping

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MODERN PACKAGING

425 Fourth Avenue

NEW YORK, N. Y.

program), "The Purchasing Agent Selects Shipping Containers," "Transportation Problems in Connection with Handling of Containers" and "Value of Compression Test in Determining Strength of Boxes." Discussion. The afternoon session "Containers for and Packing Canned Goods and Other Articles not Requiring Interior Packing" and "Containers for and Packing Articles Requiring Interior Packing."

Friday morning, March 6, "The Package Is Finished—So How Will the Consumer Receive It in Good Condition?" Following this address there will be held a general packing and shipping clinic.



The largest East to West air express shipment ever made was sent from Baltimore to Los Angeles on Sept. 6—a consignment of caps from Crown Cork and Seal Company to the General Food Products who control the Safeway Stores. The gentleman at the right is Willard Cook, president of General Food Products, who is receiving for the shipment from the Air Express agent

They Can Be Had

THE EDITOR.

Sir:

I have just read an article which appears in the October issue of MODERN PACKAGING. This article appears on page 54 and is titled "Wanted—A Purse-Size



Dropper." The author claims that none of the makers of nose drops have ever offered a package which could be carried in the purse or vest pocket. I believe he must have failed to have made a very careful examination of products on the market.

We have a preparation known as Rexall Nose and Throat Drops with Ephedrine in a 1/2-oz. size, a sample of which I am sending. This package has been on the market for two years and can be used as outlined in the above mentioned article. True, we package our dropper separate from the bottle but this is done so that the rubber will not be softened prior to the consumer's use of same. If the customer so desires he may screw the dropper on and carry the bottle in his vest pocket without worry during the duration of his cold at least.

Boston, Mass.
Nov. 8, 1935

Harold F. Coleman
United Drug Company
Package Department



First a clock spring, next a plug-in and now, battery operated, is the word picture of the American Safety Razor Corporation's point-of-sale advertising. From 1914 to 1921 the attention-getter for Gem Safety Razors was a rocking chair display operated by a clock spring, portraying how easy it is to shave with a Gem Razor even while holding a squirming youngster on your knee. Then in 1931 a mercury-tube pendulum motor actuated the "Pleased to Meet You" display which introduced and featured the new patented Gem Micromatic Razor. Recently the retail drug stores throughout the country have featured the new "Stropped 4840 Times" Gem Razor display in their windows. The display is actuated by United States Printing & Lithograph Company's new controlled contact pendulum motor

ADVERTISING TO THE BUDGET MAKER



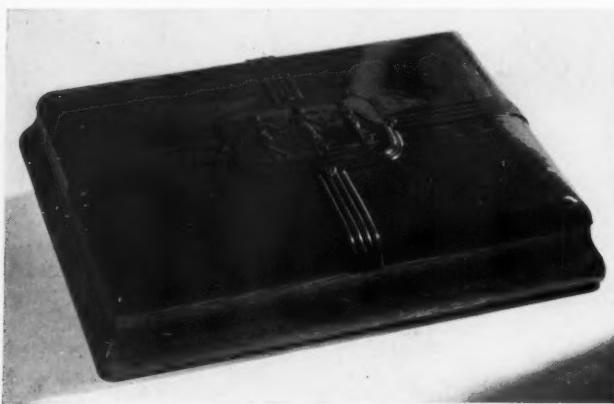
AN appealing, colorful, well designed package is the best advertising to the budget makers—the man or woman who does the buying in the retail stores. The quality of the product is reflected in the package. Heekin Lithography on metal is your assurance of a package that stands out wherever it is displayed. Colors are right, design is right—the whole package harmonizes. Heekin grinds and blends its own colors to see they are true and lasting. Can we serve you? The Heekin Can Company, Cincinnati, O.

HEEKIN *Lithographed* **CANS**

WITH HARMONIZED  COLORS

Reduced Costs By Use of Cast Molds

The use of cast beryllium-copper molds is a new development particularly advantageous in cases where ornamental detail is required in connection with plastic materials. An example of such molding work is the cover of the box shown in the accompanying illustration.



tion. This box was made for the Alvin Corporation to be used as a container for its Cameo pattern of flat silver. It was designed by The Gorham Company, Bronze Division, and the molds for making it were cast in beryllium-copper. The covers were molded by the Associated Attleboro Manufacturers and are being produced in both phenol and urea resins.

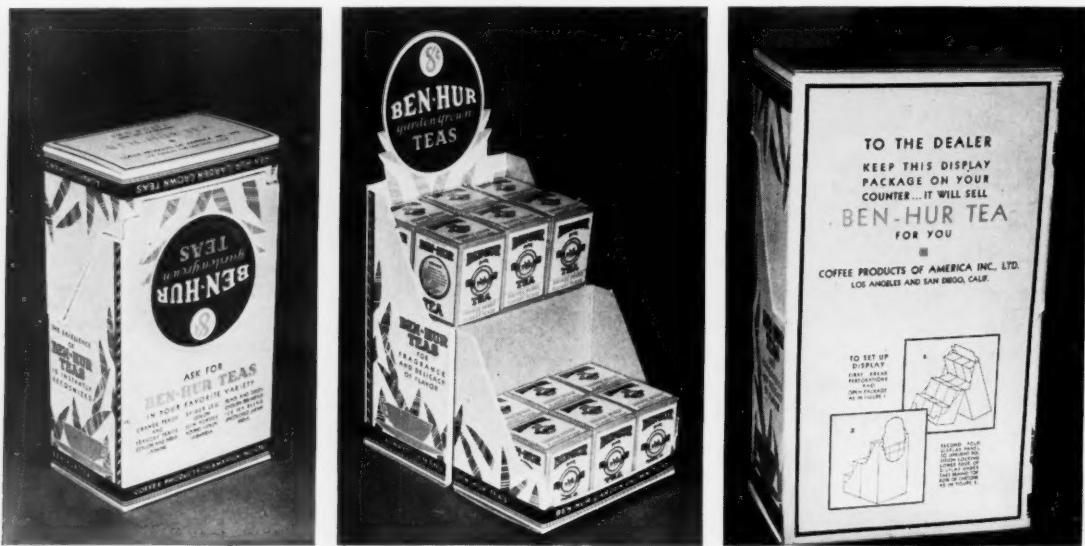
When the executives of the Bronze Division of The Gorham Company began studying new fields in which to apply their knowledge of the technique of producing

fine castings in bronze, the possibilities of cast molds for the plastic industry became apparent, provided the proper alloy could be found. This alloy must give a fine, sharp casting and permit hardening, so that the resulting mold would have the general physical characteristics of the successful steel mold now in use. If such a mold could be cast, the opportunity for reducing the cost of many types of molds was evident. Sales and advertising managers would have a new sales medium carrying molded ornamentation for packaging, displaying and vending merchandise. New consumer premiums, sales and industrial prizes, and advertising novelties would be available, embodying trademarks, illustrative design and ornamental surfaces. New low-priced plastic articles, experimental models for new products, or parts thereof, would be possible at a fraction of the cost of present available materials.

Could such an alloy be found? Would it withstand the temperatures, pressures, and other factors involved in molding plastic materials? An examination of the metal field disclosed interesting data. Of all the possible alloys, beryllium-copper alone seemed to possess all, or nearly all, of the requirements.

The next logical step was to produce experimental molds. This was done and limited production runs were made. Beryllium-copper molds, it is claimed, may be cast with refined surfaces, suitable for the molding of plastics in practically all required shapes and forms.

The large box top, (15½ in. x 11 in. x 1¼ in.) of which over 2,000 have been produced without indication of wear or fatigue to the mold, indicates the possibilities of the cast beryllium-copper mold in lowering the cost of producing many types of plastic pieces.



Novel construction features are incorporated in this two-in-one shipping and display carton devised by Noel A. Petter of the Standard Paper Box Company for Ben Hur Tea. View at left shows the box in upright position. The top and two sides are perforated and the center of the back is scored to permit the upper portion to swing forward in the position indicated in the next view. The Ben Hur plaque is also perforated and when the upper portion is unfolded the circle is released and locked to the lower edge of the display carton under tabs behind the top row of individual cartons. View at right shows a diagram of the carton, telling the dealer how to open the package and set it up. When the case is in its display form the back of the box becomes the front. Colors used are red, yellow and black.

Automotive Parts and Accessories

(Continued from page 39) and bottom. It is claimed that this method of packing prevents oxidation, contamination, deterioration, which may easily happen to bulk lubricants. Exposure to air and age itself destroys the original lubricating value so carefully built in at the refinery. Dirt and foreign matter collect quickly in open bulk lubricants. With tubes the lubricant is just as clean and fresh when opened as when it left the refinery. If not all used at once, it is easily closed by replacing the cap, and the small size container insures quick usage and prevents excessive aging.

Packaging in tubes makes it a simple matter for a dealer to carry a complete assortment of lubricants and give specialized service on every car. Only a small investment is required, and rapid turnover can be achieved. Formerly only the largest dealers could carry all the lubricants required to service every car according to the car manufacturer's recommendations.

So much for the experiences of those manufacturers of parts and accessories who expressed themselves to MODERN PACKAGING outlining the effect of their packages in sales, in the hands of the dealers, in display and elsewhere. It is evident in practically every case mentioned that the care and expense taken were fully justified by the results obtained.

From a volume standpoint the cases cited represent a substantial proportion of goods sold in this field, yet in number they are few. Several of the sample packages submitted were badly damaged—too much so to permit reproduction. Others, we might say, were considered

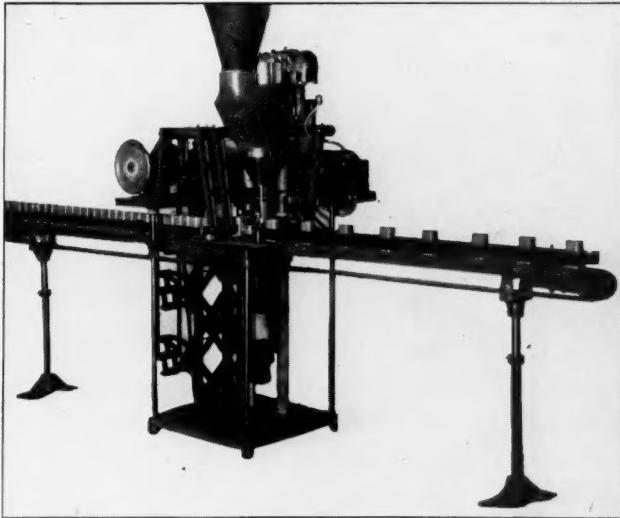
as inadequate packages from every standpoint and it was thought best to omit them. However, from the material at hand it is possible to arrive at certain conclusions regarding packaging in the automotive parts and accessories field.

In making this criticism—for it is frankly such—we are not unmindful of the good work that has been done both by manufacturers and their package suppliers and designers. Certain examples of such packages will be found comparable to those in any industry, and for this reason it is the more surprising that others have not fallen in line. Perhaps one reason to which this may be attributed is the fact that many items, now strictly classified as automobile accessories, were formerly regarded as hardware supplies, and therefore were considered as requiring little packaging—a condition which still holds true today, for hardware supplies are notoriously lax in the package procession.

Considering the diversity of materials available for packages, manufacturers have drawn but lightly on the resources afforded. The practice has been to follow the leader, and while this of course is commendable in instances where identical products have been packaged, this procedure is either wasteful or inadequate when different products are packaged. It would seem in this instance that a large percentage of the industry has assumed a *laissez faire* attitude or else is unaware of the variety of new materials offered for packaging purposes. Protective papers, transparent cellulose, molded plastics, special paperboards and many other materials offer economical and sensible substitutes for those packages which give inadequate protection or display.

Fill
**30 to 60 PACKAGES
PER MINUTE**
Cut
25%* OFF COSTS

This new, automatic Linomatic Packer represents the last word in powder filling equipment. It provides high speed, consistently accurate, *dustless operation* . . . filling cans or cartons at a speed of from 30 to 60 per minute. Automatic controls insure stopping of the feeder mechanism if no can is in position. When can enters, feeder starts. Dust proof ball-bearings insure enduring service and accuracy. One piece steel augurs can be instantly changed, without tools, for different sizes. Capacity



can be varied to suit requirement. Investigate this money-saving, time-saving machine today. Write us for full information.

* Including labor and shrinkage.

NEW LINOMATIC PACKER FRANKLIN STEEL WORKS

JOLIET (Rockdale) ILLINOIS
50 Church St.
New York



Hycloid's run
from crystal-clear
to opaque; some
"labeled-when-
made" others,
plain.

COLOR!

*Any color
can be had in*

Hycloid

"unbreakables"

Color is the "grande appeal"—Protection—the essential . . . Only Hycloid combines them to their fullest extent. **Unbreakable protection, and unlimited color; the neatest, sweetest appeal to the most discriminating market.**

There is a Hycloid TUBE, JAR or VIAL which can improve your Package—Ask to see one!

HYGIENIC TUBE & CONTAINER CO.

42 Avenue L, Newark, N. J.

In one particular, at least, we find that there is definite progress; namely, in the matter of certain containers which must stand service, both from the viewpoint of adequately holding the item within and protecting it during shipment while on the dealers' shelves and, often, after it has been sold to the customer. In this category are the metal containers, fibre cans, metal reinforced boxes, collapsible tubes and, in certain instances, folding cartons. All of these are subject to little criticism so far as construction features are concerned, but there is much to be said as to the decorative features which many of them display. From a packaging standpoint, then, we can credit the industry with one good mark—it has recognized, to a



Family resemblance to other Gulf products is evident in the new packages for Gulf Refining Company's specialties. Top band is dark blue, product name in white lettering, lower row of lettering is in orange

degree at least, one of the essential elements: that of adequate protection of the contents of a package. But this essential is primary; it represents the earliest conception and understanding of a package, and there have been others since that are now regarded as equal, if not of more importance, in the creation and production of modern packages that fulfill all of the requirements of present-day selling.

Quite lacking is the element of convenience in many of the packages offered. It would almost seem that the manufacturer had definitely made up his mind that such a thing as simple opening or making the contents of the package easier to use were ideas that should be applied only to children or morons. Every car or car driver has a pair of pliers or a screwdriver that can be used to open anything, and if the motorist needs a part

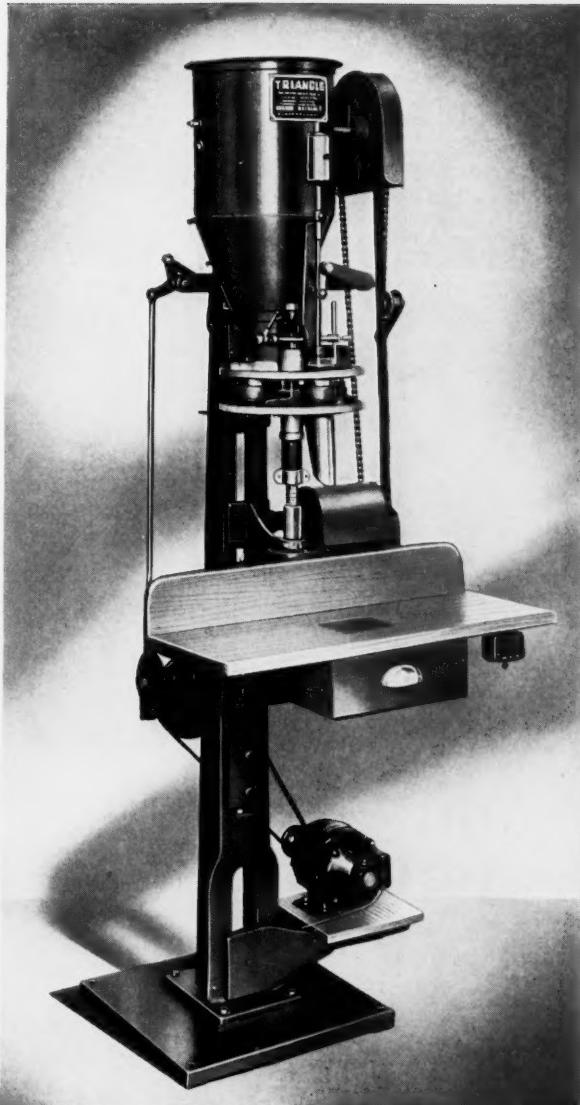
badly enough he'll get at it somehow, and won't concern himself as to the way it pours or is put together. The dealer who sells it to him can give him all the instructions necessary. The manufacturer may think the foregoing, but in so doing and including that line of reasoning in his package plans he may be spoiling a lot of repeat sales for his product. Motorists, as a rule, are in a hurry. Chances are they are annoyed at having to stop to pick up a necessary gadget anyway, so that the manufacturer who can offer a fool-proof, easily opened package which makes the product available in convenient form is building goodwill and sales that his competitor will have a difficult time taking away.

Red and green are the two colors which the motorist knows best—the alpha and omega of his driving lexicon.



Carter Carburetor Corporation's display carton for its fuel filter has been highly successful from a sales point of view. Colors are reversed for two different sized fittings, to make them easily distinguishable

He has to look at them and take due notice thereof every day, and night, of his motoring existence. But apparently little or no thought has been given to the idea that perhaps he would react favorably to some other color, as a relief if nothing more, when he considers the selection of his auto parts and accessories. Most of the packages we see at wayside filling stations, garages and auto supply stores are predominately red, and we are constrained to ask why. Fewer are green, but these two colors account for, say, seventy-five per cent of the spectrum that is offered in the display of packages shown. Yet if we view any other type of retail



FAST • FLEXIBLE • ACCURATE TRIANGLE AUTOMATIC FILLER

THE COMPLETELY MODERN MACHINE

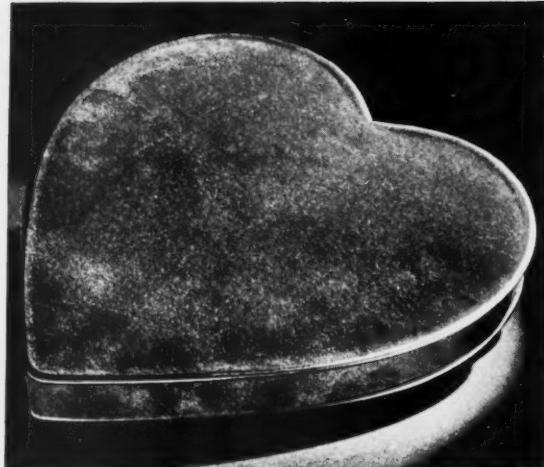
for

Dessert and Cosmetic Powders
Summer Drink Powders
Drug and Chemical Powders
Ground and whole spices and all similar products packaged in small containers. Smallest amount filled $\frac{1}{2}$ oz. Largest amount 1 lb.

So much more accurate, faster and better than any other machine that we can afford to place it in your plant for a thirty-day test. Write for full particulars.

**TRIANGLE PACKAGE
MACHINERY COMPANY**
907 No. Spaulding Ave., Chicago, Ill.
50 Church St., New York • 316 Clay St., San Francisco

BOXES STYLED BY
**FERDINAND
BUEDINGEN**



**ORIGINALITY . . .
DISTINCTION . . .
CRAFTSMANSHIP**

These Three Qualities Distinguish
Every Buedingen Box!

Every box that leaves our plant, whether machine-made or hand-fashioned, is above the average. This is because of the care we devote to designing, the merchandising experience of our staff, the skill of our workers.

All these "plus" factors may be yours at no extra cost, for our prices are figured on the same basis as those of other boxmakers . . . Our representative will be glad to discuss your needs with you. Write or call—no obligation.

**FERDINAND
BUEDINGEN
COMPANY**
INCORPORATED

Fine Paper Boxes and Paper Specialties
ROCHESTER - - - NEW YORK

establishment we find there is color diversity and that its sensible use is responsible, in no small measure, for the sales of products which, because of distinctive color in their packages stand out and demand attention. Again an example, we think, of shortsightedness on the part of the industry. But one which is easily correctable, and already noticeable in certain "leader" packages that are to be found now on the market.

The prospective buyer of auto parts or accessories, as he enters the store, is faced with a confusion of displays—various sizes, snappy slogans, conflicting claims, a pandemonium of ideas. If he has been influenced by advertising he has read, he can ask for what he wants—or he may put his needs directly up to the sales clerk. But if he is depending on his own unaided judgment, where does he get off? Counters, shelves, windows and even floors in the average garage or auto supply shop permit only limited space for displays, and the dealer



Counter display for small sized tubes of Fostoria Tite Seal (see also illustration on page 37 of large tube)

likes to keep his stock amply supplied. And he is speedily learning that certain displays get quick attention whereas the "run of mill" receives only a passing glance, if any notice at all. So naturally he will favor the unusual, the well done display piece, and this gets a favored place and piles up satisfactory sales for him and the manufacturer of the product. This does not mean that such displays need be intricate or elaborate. On the contrary they can be simple, but direct in the message they convey and, above all, in good taste and not offensive to the intelligence of the prospective purchaser. Several of those shown in the illustrations accompanying this article are good examples of well planned, effective displays.

Acknowledgment is made to the following for information and suggestions included in this article: John V. Cassani, McQuay-Norris Manufacturing Company; L. S. Glore, Service Department, Ford Motor

Company; F. C. Hammond, Miller Rubber Company; Malcolm P. Junkin, National Metal Edge Box Company; W. T. Moffatt, Kendall Refining Company; Stanley Murray, The Perfect Circle Company; R. A. Portsmore, Triplewear Brake Linings Corporation; W. W. Webster, The Vellumoid Company, and R. V. Wright, Parts and Accessories Department, General Motors Corporation. In addition, thanks are extended to the various companies who supplied actual packages and photographs.

The following is an incomplete list of the companies who supplied the containers and other packaging materials used for the packages illustrated and described in this article:



With the special display type carton it is now using, The K-D Lamp Company eliminated a sealed container—the lid can now be replaced in the event no sale is registered by the dealer.

Albert Paper Box Company
American Can Company
Anchor Cap & Closure Corporation
Badger Carton Company
Bakelite Corporation
Campbell Paper Box & Tag Company
Consolidated Paper Company
Continental Can Company
Dayton Folding Box Company
Denson Banner Company
Eddy Paper Company
Fort Wayne Corrugated Paper Company
Gardner-Richardson Company
Hinde & Dauch Paper Company
Lindley Box and Paper Company
National Metal Edge Box Company
R. C. Can Company
W. F. Robertson Steel & Iron Company
A. George Schultz Box Company
Sefton National Fibre Can Company
Union Bag and Paper Company
Union Steel Chest Corporation
Wolverine Carton Company
Woodward & Tiernan Printing Company

The following designers have been credited, by the various product manufacturers, with the designs made for their packages:

Paul W. Austin
Brown Art Studios
Cooper and Shower
E. Leonard Koppel

McLain Organization
Dwight Reynolds
T. P. Smith
Van Auken-Ragland, Inc.



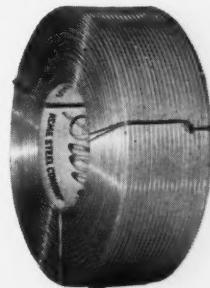
Because — **ACME Silverstitch** is GALVANIZED—Staples Resist Moisture and Corrosion

• You can't keep moisture away from your shipping cases—but, you can use Acme Silverstitch. Galvanized, this finest of stitching wire gives rust a run for its money. Your cartons are protected against blemishes—inside packages, too. Often, protective liners can be eliminated.

But that's only one reason why most leading shippers use Acme Silverstitch. It is perfectly dimensioned, absolutely smooth, unvarying in temper. The 10-lb. coils are one piece. These things mean faster, more even stitching.

Let Acme Silverstitch prove itself. Tell us the size and we'll send a free 5-lb. test coil.

NOTE: For shippers of acidiferous products, where an extremely high rust-resistant stitching wire is required, Acme Blue Label Silverstitch, with an extra heavy coat of galvanizing, is the answer.



Send for free 5-lb. test coil in your size.

ACME STEEL COMPANY

GENERAL OFFICES: 2843 ARCHER AVE., CHICAGO, ILL.
Branches and Sales Offices in Principal Cities

STITCHING WIRE GIVES STRONGEST, SUREST JOINTS IN CORRUGATED AND SOLID FIBRE BOXES

Plants and Personalities

(Continued from page 58) sults; R. B. Jones, advertising manager, General Foods Ltd., on store display and Package design as related particularly to modern self-service merchandising; J. R. Kennedy, vice-president, United Drug Co. of Canada Ltd., on the importance of the package in the cosmetic and pharmaceutical field. H. H. Bishop, vice-president, Robert Simpson Co. Ltd., acted as chairman of the main packaging forum. E. D. Bate, district sales manager, Cellophane Division, Canadian Industries Ltd., was chairman of the show.

Charles E. Hawkins, president of the Queen City Paper Company and vice-president of the Piqua Straw Board Company, died at Cincinnati, Ohio, Nov. 22. Mr. Hawkins had been an officer of both of these companies since they were founded, about fifteen years ago. Before that he was long associated in various executive positions in the paper board industry, having been an officer of the American Straw Board Company for many years and a leading figure in all association activities from the earliest days of the industry in this country. He began his career with the original American Straw Board Company about 1891 and continued with that company for over twenty years. For a short while he was associated with some board jobbing interests but returned again to the American Straw Board Company and remained there several years until the formation of the present Queen City Paper Company and the Piqua Straw Board Company.



The Standard Oil Company of Indiana, manufacturer of Par-O-Wax, a household paraffine, has repackaged as per the accompanying illustration. The new carton carries illustrations of various fruits in their true colors

Protecting the Dealers' Profits

Up-to-the-minute merchandising strategy and a definite forward step towards protecting its dealers against the losses of post-holiday markdowns on cigars packaged for Christmas giving, are reflected in the Christmas promotion of Bayuk Phillips by Bayuk Cigars Inc.

The central feature in this outstanding program is the Christmas retail package of Bayuk Phillips, beautifully done in ten brilliant colors and gold. A nation-wide

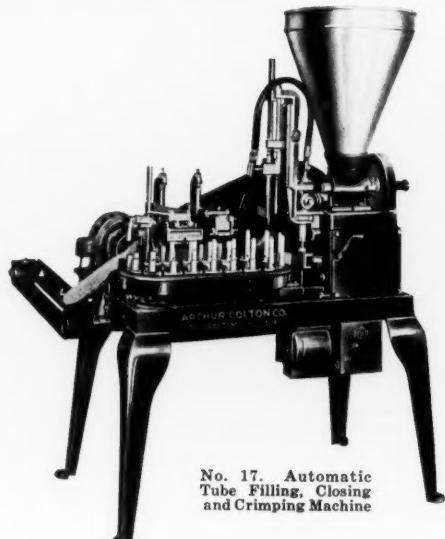


IT'S CLIPLESS! the COLTON CLOSURE.

This modern method of sealing and closing collapsible tubes is a marked improvement over the old method of sealing with clips.

Note the attractive finish given to end of tube by the Colton Crimping Machine. Many production expenses are eliminated by this clipless closure—i. e., cost of clips, time required to replenish clip rolls—and maintenance expense of automatic clipping heads.

A descriptive folder fully describing the Colton Closure sent on request.



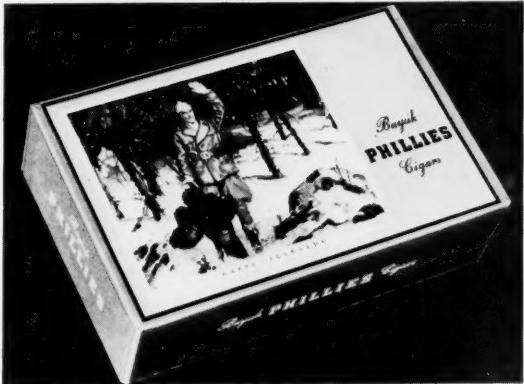
No. 17. Automatic
Tube Filling, Closing
and Crimping Machine

ARTHUR COLTON CO.
2600 JEFFERSON AVE., EAST
DETROIT MICHIGAN

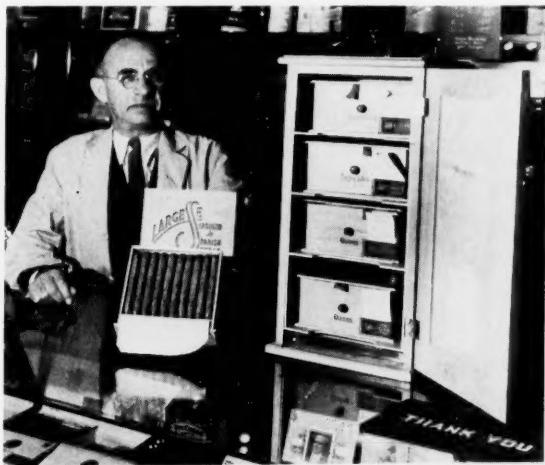
campaign of colorful 24-sheet posters presented the most spectacular outdoor program in the history of the cigar industry.

"The Christmas story of America's largest selling cigar" is the title of the merchandising bulletin to all Bayuk Phillips' jobbers presenting the complete tie-up at the point-of-sale with "suggestions that will make the dealers' cash registers ring at Christmas as they never have before."

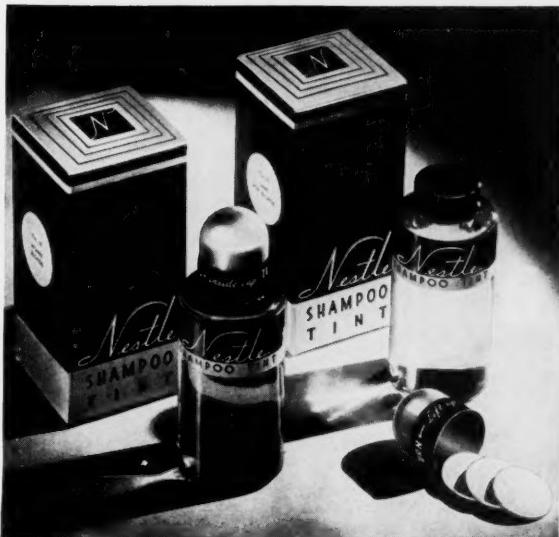
Tie-ups with the 24-sheet poster include an attractively colored window streamer, simulating the poster, and an inside store display of the Christmas packages.



This Christmas program is another evidence of the progressive dealer policy of Bayuk Cigars Inc.—that of national consumer advertising with full cooperation in the protection of dealer profits and assurance of increasing demand. While this program has resulted in a substantial holiday increase, precautions were also taken against overstocking the dealer. The wrapper for the Christmas package as well as 24-sheet poster and store streamer, were all prepared by The United States Printing & Lithograph Company.



Leonidas Arango's Spanish cedar merchandising cabinet for Largess cigars, displayed on the counter of the Trinity Cigar Company. The open box on the left shows the slide-drawer removed. Layers of unwrapped cigars, separated by sheets of metal foil, mature in Spanish cedar. Photo by courtesy of Reynolds Metals Company



LUSTEROID solved this packaging problem ... why not Yours?

IN addition to its many structural advantages, Lusteroid has consistently solved unusual packaging problems in unusual ways. Take, for example, the new Nestle Shampoo Tint unit. The Nestle-Le Mur Company, confronted by a perplexing "what-to-do" with the three tablets illustrated, placed them in a Lusteroid cap which fits over the regular bottle closure. RESULT: A smarter-looking, eye-appeal, sales-making package—and a practical one, too!

Use Lusteroid on your next package job. It's strong, tough, unbreakable and light in weight. Its smooth, grainless surface is adaptable to cylindrical shapes and many sizes and accepts fine printing in transparent or opaque colors.

Please feel free to consult with us. Our merchandising and creative department will help you develop equally unique, equally successful solutions to your packaging problems.

LUSTEROID
CONTAINER COMPANY, INC.

*Formerly Lusteroid Division of
THE SILLCOCKS-MILLER COMPANY*

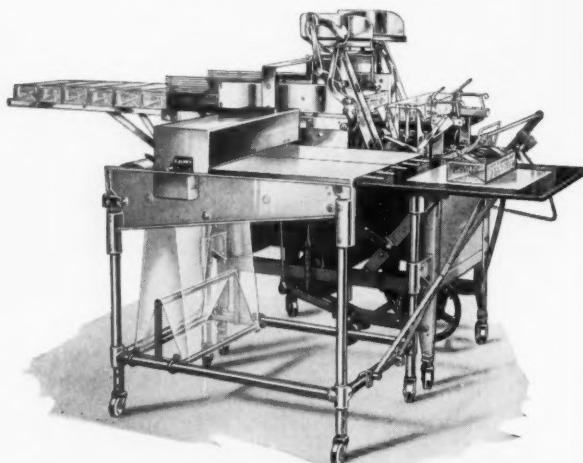
**10 PARKER AVENUE, WEST
SOUTH ORANGE • NEW JERSEY**

in 5 minutes
LOW-PRICED MILLER
 wrapping machine
 Adjusts from one to another of the
 Packages Illustrated



• The MILLER WRAPPING MACHINE can be adjusted in five minutes or less for packages ranging in size from a small cough drop package to a large biscuit package. Cutting its own sheets from the roll, it wraps and seals neatly and speedily with transparent cellulose, waxed papers or waxed foil. The "Miller" is being very successfully used for wrapping drugs, biscuits, tobacco, napkins, cake, coffee, soap, candy, dried fruits, greeting cards, automotive parts, and a variety of other products.

Write today for complete information.



**MILLER WRAPPING &
SEALING MACHINE CO.**

14 S. CLINTON STREET, CHICAGO

Equipment and Materials

(Continued from page 64) the proper equipment has been placed on the market by the Steel Strapping Division of The Stanley Works, New Britain, Conn. The new stand, while light in weight, is of sturdy electric welded angle iron construction.

Because of the simplicity of the reel design, only a few seconds are required to mount a coil of strapping. The reel brake is automatic in operation and positive in its action. Pulling the strapping through the strap guide raises the brake arm which disengages the brake and permits the reel to revolve freely. The moment the operator stops pulling the strapping through the guide the brake arm falls and locks the reel, thus preventing any back lash. This reel stand is equipped with a box for seals and has hooks on either side on which to hang the strapping tools.

For Merchandising Weed Tire Chains

The Union Steel Products Company, Albion, Mich., has just announced a rack which will be found of immense value in garages, filling stations and similar outlets for automobile accessories.

The rack is rigid, and consists of two shelves, one above the other, each shelf providing room for three bags of Weed tire chains. Not only does this rack provide the space for the merchandise display, but it adds the ability to do a job of selling by featuring Weed advertising in a large sign fastened at the top.

This sign shows a traffic cop with his hand uplifted saying, "Just a minute, have you Weed Chains in your car?" A number of these display racks have been ordered and will appear in the tire chain outlets shortly.

Reduction in Box and Bag Sizes

The Division of Simplified Practice of the National Bureau of Standards has announced that Simplified Practice Recommendations R126-31, Set-up Boxes; R127-31, Folding Boxes; R128-31, Corrugated Boxes, and R129-31, Notion and Millinery Paper Bags, have been reaffirmed, without change, by the standing committees in charge of these recommendations.

These recommendations establish recommended stock sizes of paper containers used by department and specialty stores in packaging merchandise.

Good Turn Deserves Another

In the July issue of MODERN PACKAGING new transparent packages for Durkee's Pickle Spice were illustrated and described. The success in sales which was attained through the use of these packages led Durkee Famous Foods, Inc. to take a further step in the development of its merchandising ideas and to pack more of Durkee's spices in transparent cellulose bags and display containers.

So for Pumpkin Pie Spice and Poultry Seasoning—highly seasonal specialties with carry over undesirable—it was necessary to devise a container from which could be expected a maximum of display and one which would be equally effective with both products. The twin display containers are a development of the Brooks Bank Note Company.

By using twin display containers of six packages to each unit, the retailer has an opportunity to display the



items in two different sections of his store. Most retailers, between now and Christmas, will have special displays of Fall and holiday foods, and can include one of the half dozen units and use the other half dozen unit on the counter at the point of sale. There is also the possibility of displaying one unit of Poultry Seasoning on the meat counter where turkey and fowl are sold, and the other unit on the grocery counter. This latter idea has been employed in one of the large chains in New York.

Considering the new packages and containers as a whole, the company has a complete merchandising unit



*"There is
the difference!"*

LOTOL GIVES
STRENGTH
•
FLEXIBILITY
•
RESISTANCE
TO MOISTURE



Cartons and bags made of LOTOL processed paper, then sealed with LOTOL, are as nearly moisture resisting and burst-proof as it is possible to make them of paper.

LOTOL greatly increases the strength and toughness of paper—it has very definitely demonstrated its superiority as a sealing material. Unlike glue, it sets quickly, is impervious to temperature changes, is unaffected by water. It makes a permanent seal which cannot be opened without destruction of the package.

The application of LOTOL to the betterment of your product is well worth your immediate and serious consideration. Any reasonable quantity necessary for test purposes will be supplied without charge or obligation. In special cases where natural Latex is necessary, we are in position to supply all types. Why not tell us about your problems?

LOTOL
PROCESSED LATEX

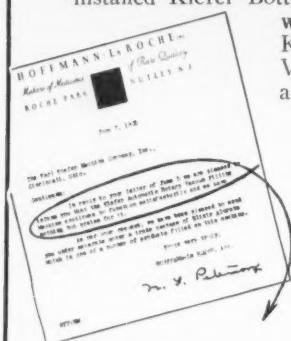
NAUGATUCK CHEMICAL



Division of United States Rubber Products, Inc.
1790 Broadway, New York, N. Y.

OVER 400 INSTALLATIONS
LIKE THIS

In 1929, Hoffmann-LaRoche, Nutley, N. J., installed Kiefer Bottling Equipment. Read what they say of the Kiefer Automatic Rotary Vacuum Filling Machine, after six years of service.



Whether your production demands full automatic machinery, semi-automatic, or the simplest equipment made—get machinery you can depend on at all times to do the work right and economically.

"In reply to your letter of June 5 we are pleased to inform you that the Kiefer Automatic Rotary Vacuum Filling Machine continues to function satisfactorily and we have nothing but praise for it."



HOFFMANN-LAROCHE, Inc., NUTLEY, N.J.
THE KARL KIEFER MACHINE CO., CINCINNATI, OHIO

Let us work with you on your bottling problems—cleaning, filling, closing bottles and jars—conveyors—packaging tables—pumps—filters.

Write for Catalog

THE KARL KIEFER MACHINE CO., Cincinnati

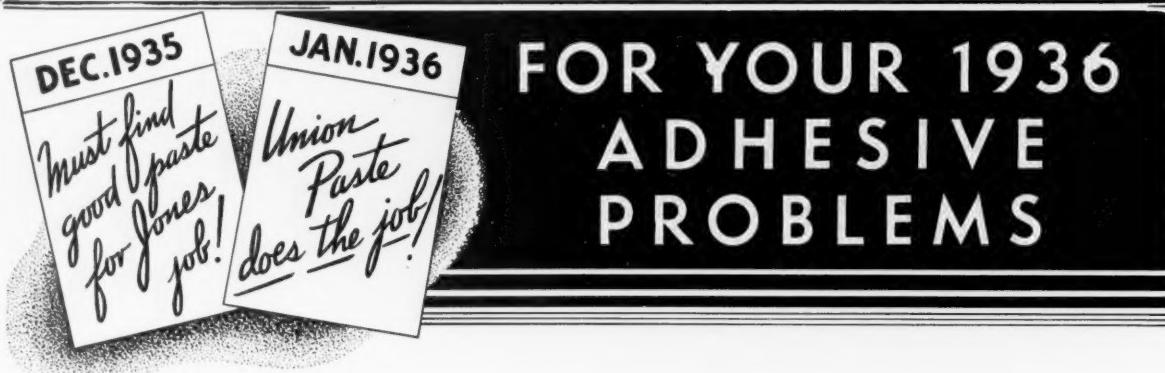
P. JORGENSEN
311 California St.
San Francisco

T. C. KELLY
222 W. Adams St.
Chicago

A. J. STERLING
225 Broadway, Room 1209
New York City

M. C. FINN
10 High St.
Boston

C. S. du MONT
Windsor House, Victoria St.
London, England



Start the New Year right—remember UPACO Adhesive Service. We stand ready to solve your problems this coming year. Excellent technical research maintained to serve your requirements. UPACO Adhesive formulas are adapted to all applications, uniform quality, dependable strength and durability.

Write or wire—no obligation for Adhesive service.

UNION PASTE CO.

200 BOSTON AVE. MEDFORD, MASS.

that definitely signifies the quality of the merchandise. Shellmar Products Company have again produced a design that is most effective, and the Brooks Bank Note Company have produced an equally effective container to carry the bags. Metal tin tie closures have again been used and are really a feature of the package as swivel and slide top cans have always been a problem to every spice manufacturer. From the standpoint of cost the whole idea is economical.

Already the sales of Poultry Seasoning and Pumpkin Pie Spice have been encouraging and indications, at this advanced date, are that there is a definite possibility of accomplishing the same sales record for these two products as was accomplished earlier with Durkee's Pickle Spice.

Del Monte Introduces New Raisin Package

Since the days when packaged raisins first supplanted the loose clusters which once were a part of every grocer's stock, raisin producers have been faced with certain difficulties directly traceable to imperfections in packaging technique. Briefly, these were:

Injury to the raisins resulting from changes in temperature and humidity of the outside air. In a very humid climate, for example, the raisins might assimilate moisture, become "wet" and sticky. Conversely, extremely dry atmospheric conditions tended to dry out the raisins, causing shrinkage and loss of weight and adversely affecting flavor.

In storage, even for a relatively short time, raisins are peculiarly subject to attack by mildew and other similar growths, and to infestation by insects. The tightest packages heretofore in common use were not 100 per cent efficient against these enemies.

After more than three years of research and experimentation, the California Packing Corporation has introduced a new raisin package, the Del Monte Wax-Wrap-Pak which, under rigid tests, is said to meet all requirements for a practical, convenient and fully protective raisin package. This carton, now being used for all Del Monte seedless raisins, is new from the inside out. Of the same size and shape as the former carton, which has for years been recognized by the dried fruit industry as the standard 15-oz. seedless raisin package, it has the following innovations:

A new, superior, harder inside finish.

New tightly overlapping end closures which are "sealed" in closing, in place of the old "button" type end closures.

A label printed on special paper and treated with a wax which has a melting point above any recorded weather temperature. This label fits the carton closely and is sealed at both ends and along the side, so that the label edges blend together in a tightly closed, continuous seam. Thus the entire package is enclosed in a wax-tight, moisture proof envelope which "double-seals" it and affords complete protection.

The advantages of such a package, to distributors and consumers alike, are immediately apparent.

It overcomes possible loss to distributors and dealers through shrinkage, contamination or infestation in storage. Del Monte seedless raisins can now be sold with full assurance that the contents of each package will remain fresh, tender and full weight. At the same time, consumers can buy Del Monte raisins in the new Wax-

Individuality in MOLDED PACKAGES

A plastic molded container attains outstanding value from the sales standpoint when designed particularly for the product it packages.

Its lustrous finish and color combine to produce the appeal of striking beauty.

Its permanent protection and after-use add the appeal of practical utility.

And its complete individuality produces the powerful selling appeal that comes with real distinction.

If your merchandising requirements indicate the need of such a container, perhaps Chicago Molded Products Corporation can be of help to you. No organization possesses to a greater degree, the engineering skill necessary to get the most out of your design; none has more complete facilities for giving you what you want when you want it.

There is not the slightest obligation in submitting your problem.

**CHICAGO MOLDED
PRODUCTS CORP.**

2142 WALNUT ST. CHICAGO, ILL



Save 20% to 30% on Printing Costs

Labels, wraps, cartons, bags, etc., like these are being printed in million quantities on Cham-bon Automatic Printing and Cutting Machines. Designed for private printing plants, they enable users to control their printing costs and quality closely. Savings of from 20% to 30% over previous costs are common. To users sending samples and production requirements we are glad to send full details. Write to CHAM-BON CORPORATION, 911 New York Avenue, Union City, New Jersey. Western Office at 608 So. Dearborn Street, Chicago, Ill.



*To Meet The Demand For
LACQUERED PAPER —*

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the

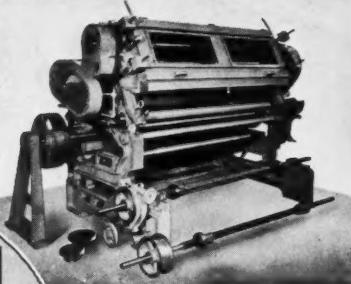


Write for complete details
and engineering data.

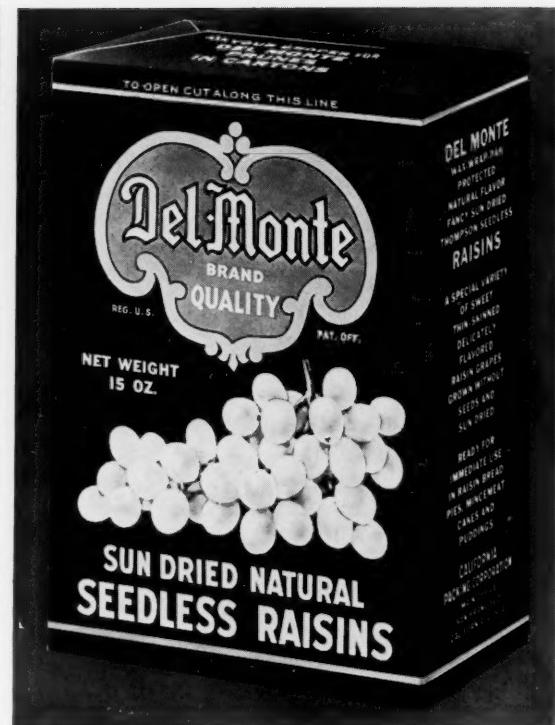


JOHN WALDRON
CORPORATION

Main Office and Works: NEW BRUNSWICK, N.J.
Chicago New York Portland, Ore.



The Waldron Reverse Coater is especially designed for the application of quick drying lacquers or varnishes. The lacquer is applied in a smooth, solid, uniform coat, without ribbing or brush marks. Particularly adapted for applying metallic coatings, bronze, lustre or waterproof coating on paper or fabric.



Wrap-Pak with absolute assurance of getting the quality and flavor they expect, every time.

While Del Monte's new package has only been on the market a comparatively short time, sales indicate that it is "taking on" quickly, with dealers and housewives alike. In fact, it is not too much to say that it may easily prove to be the greatest single advance in raisin marketing since packaged raisins were introduced.

GREAT BRITAIN

Old-established London firm, well-connected with container-making and packaging industries, open for further

AGENCIES
**For Container-Making,
Packaging and
Labelling Machines**

Director will visit U. S. A. early next year. Manufacturers interested please address preliminary particulars to Box No. 12, "Modern Packaging," 425 Fourth Avenue, New York, N. Y.

Moulded Pulp Offers Shape With Economy

(Continued from page 43) bossed into their various curved or flat surfaces. These containers can be tested for compression strength to obtain a reasonably accurate idea of the protective ability of moulded pulp containers. A brief inspection on the spot will demonstrate how well they have stood the trip from Scotland, for these containers are essentially protective export packages designed to prevent breakage. Their distinctive shape and effectiveness as consumer cartons and display packages constitute added values.

These packages are formed by essentially the same process as is now available to America from the Massillon, Ohio, plant of Pulp Products, Inc., for standard containers and utilitarian objects and from Moulded Displays, Inc., for novelty packages, premium containers, display packages, etc. The distinction is not one of manufacture or process, but of creation and sales fields, Pulp Products Company handling standard objects whose production demands enormous volume and Moulded Displays catering to the more varied design demands of specialty containers, novelty packages, displays and premiums.

The American process represents the last word in pulp moulding. A number of improvements have been

made over former methods both in process and installation. For example, the interior finish of the imported packages described above is quite rough. This is logical and useful for the protection of the bottles they contain but can be much smoother when desirable. In fact the Massillon plant can produce an almost smooth interior, with a fine pulp lining showing only the slightest undulation.

Before discussing costs and limitations of moulded pulp packages, a word concerning how they are formed. They are not pressed or shaped by any sort of plunger and die but more accurately "blown" in the interior of a mould. This mould consists of a steel shell full of holes and lined on the inside with a fine metal screen. When this double mould is closed, the exact amount of pulp is introduced automatically in water solution. The water is then driven by steam pressure through the screen and steel mould, leaving the particles of paper pulp evenly compacted inside the metal screen. The mould opens and the complete pulp object drops on a conveyor belt and passes into the dryer. After being dried, the blown container is waterproof without further treatment. By introducing a dye into the pulp beater the object can have any color uniform throughout its entire substance.

The moulds for such production are expensive, ranging from around \$200 for small and simple shapes to \$1000 for large packages, novelty containers and display containers where full advantage is taken of the possibilities of complicated shapes and decoration. Names can be changed once the mould has been made, at a cost of \$50, by changing the screen. Production from a single unit ranges up to several thousand articles a day, depending on the size of the object, and as many cavities can be operated as desired.

From these indications of mould costs and production norms, it is immediately clear that the moulded pulp process is ideally adapted to volume delivery. Ten thousand units is the minimum run for which it is worth the cost of making a mould, and as the quantities rise to 25,000, 50,000, 100,000 units and upwards the most economical results are achieved. Standard shapes for which moulds exist make possible smaller quantities and as moulds accumulate in time distribution of smaller than 10,000 quantities may be made available. An additional facility in this regard is the fact that a portion of a mould may be blocked off, thus enabling the production of two different depths from the same mould in the process.

In addition to the quantity limitation on these moulded paper objects, it takes six weeks to make a mould and therefore delivery at the present writing requires two months from the placing of an original order. Sizes not over 12 in. by 8 in. by 8 in. are available on present equipment, and machines capable of moulding larger objects in one piece will be in production after February 15. The only other practical limitations are inherent in the nature of the material itself. Obviously it has not the compressor strength to stand vacuum packing or the processing of foods. It can however achieve an hermetical seal. Carbonated beverages, beer, champagne and such are outside its scope, but with these exceptions almost the entire range of packing including display and novelty containers is open to this new form of paper package.

CHRISTMAS Cellophanes and Special Holiday Papers

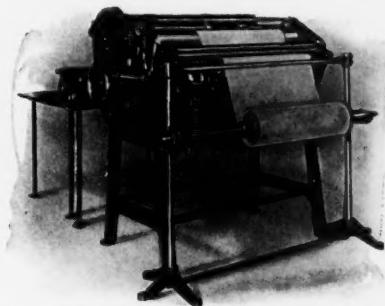
will be sheet cut this year in greater proportions than ever before on the

Beck Automatic Roll Sheeters

Such materials cost money and should not be wasted thru wanton inaccuracies in sheeting. The Cut Register Attachment on a BECK machine will permit "spot cutting" with surprising accuracy and so overcome waste. In the case of paper, the Curl Remover takes the most obstinate curl out and leaves the sheet perfectly flat for handling afterward.

Do You Want to Cut Your Labor Costs?

Then investigate these facts for yourself today.



Our DEMI SHEETER for Small Work

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts.
Philadelphia, Pa.



THRUSTING an UNWELCOME PACKAGE on the trade costs money

That's why we suggest you turn to us for practical packaging—for colorful tubes which stand out like a house on a hill in a store's display.

We make some beauties!
Just say when you'd like to see them.

NATIONAL COLLAPSIBLE TUBE CO. PROVIDENCE, R. I.

New York Office: 331 Madison Ave., Tel. Murray Hill 2-0339
CHICAGO: C. J. EICHMAN CO., 355 W. Ontario St., Tel. Superior 7939
DETROIT: J. P. GIROUX CO., 2970 W. GRAND BLVD., Tel. Madison 5727
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Enjoy a New Hotel That Meets Every Convention Need. On the Boardwalk in the Heart of all Atlantic City Activities and Prepared to handle the Affairs of your Convention or Conference with Ample Facilities to Accommodate all.

Full and Complete Hotel Service. Spacious Sun Decks—Swimming Pool—Bar and Grill

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New Designs Improve Traditions of Old

(Continued from page 47) feature of this design. An out-of-the-ordinary shaped closure was required and a double-skirt cap was designed to attain the desired effect. This makes it look large without appearing heavy. The top of the cap was decorated with Pinaud's trade mark which is a basket of flowers. This stopper strikes a new note in the closure field by its novelty.

The label is oval in shape and on it is reproduced the Brissaud water color. The name of the perfume is printed in an ornate type, likewise of the Louis Philippe period.

The large dusting powder box of telescope type has its top completely decorated with the same drawing used on the label. It is a nine color job, beautifully executed. The skirt of the box is of white paper with type matter printed in grey green. M. Pinaud's signa-



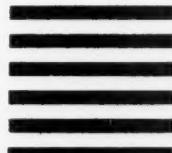
ture is in red and appears under the trade mark which has been somewhat stylized. The face powder box was handled in much the same manner as the dusting powder box, except that the treatment and layout is more decorative and delicate to better suit this product.

Several sizes of set-up boxes were specially designed for Christmas trade. Here again the pastoral scene was used, but in white outline against a light green background, reminiscent of the old "Toile de Jouy" patterns. Garlands of holly give these boxes a colorful and delicate spirit of the season.

The styling of the men's packages was given a similar treatment to that of the women's line, except that they have a definite masculine feeling. In men's packages they are quite out of the ordinary. They look intimate and their conservative decoration makes them a real "gentleman's" packages. All Pinaud designs have been protected by copyrights, trade mark registrations, design patents and, when required, by patents. The photographs reproduced in the accompanying illustrations are by Joseph Kaplan.

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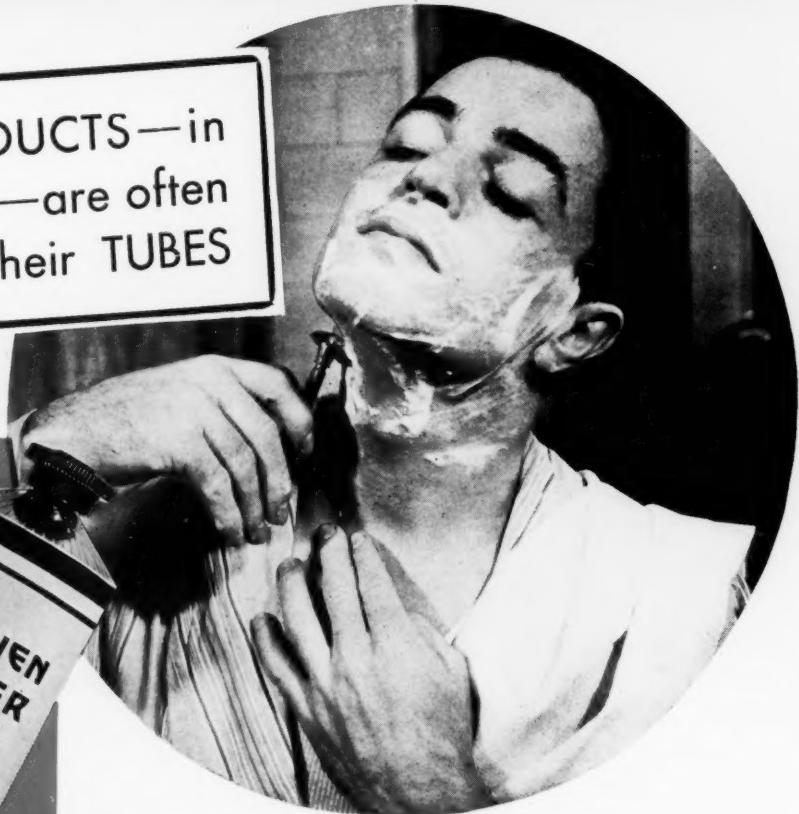
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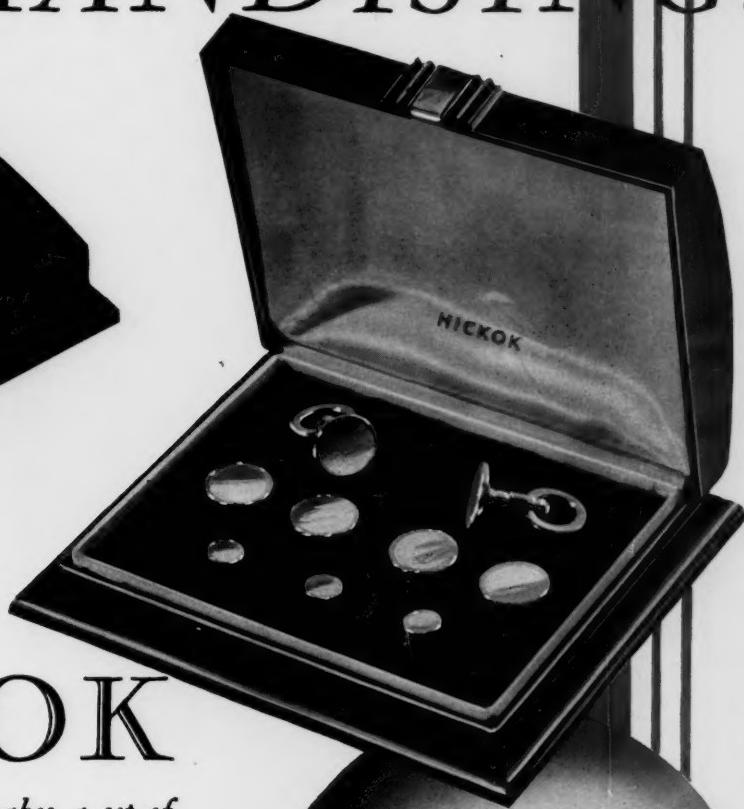
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